

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS



VOL. CLXVII, No. 8

NEW YORK, MAY 24, 1934

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ANOTHER LANGUAGE

ADVERTISING a transatlantic steamship service requires the adroit application of a number of special techniques . . . and a fluent command of as many languages.

The smart commuter . . . on his way to the Grand National, or a cure at Vichy . . . chooses French Line because we speak to him in the language he understands. The grammar of good living, the syntax of the sybarite draw him—unremitting—to the luxury of his suite on B deck of the Ile de France.

In dealing with the solid conservative, with Mother and the girls . . . and with Dad, who will pay the bills . . . we tell another story, in another tongue. Convenience, congeniality, comfort, the safety of

Breton seamanship, English-speaking service . . . all will lure them to the pleasant atmosphere of a cabin ship—France-Afloat.

This year, we add another language, and address the intellectuals. The Ph.D., who intends to keep a pretty sharp eye on what they're doing at Geneva, the M.D., anxious to see for himself a clinic at the Salpêtrière, the M. A. who wants Bedier's advice on that epoch-making thesis . . . these will go French Line as the result of a reasoned appeal to their appetite for civilized living and cultivated company.

And there's no trick to it, because they all get from French Line just what we promised them . . . in their own language.

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York • Boston • Chicago • San Francisco
 Detroit • London • Montreal • Buenos Aires • São Paulo

AN *Apology* AND CONGRATULATIONS

TO *The* **DETROIT** **NEWS**

In the April 26th issue of Printers' Ink we made the statement that "The Des Moines Sunday Register covers the whole state of Iowa as densely as the Detroit News covers the city of Detroit."

This calculation was made before the last six months A. B. C. statement for the Detroit News was available, and the growth of the Sunday News during the last six months was not taken into account as it should have been.

So that the record may be clear, the Detroit News covers Detroit 47%. (A. B. C. city population 1,770,746—421,606 families—4.2 persons to a family. City zone circulation A. B. C. March 31, 1934, 196,869).

The Des Moines Sunday Register covers the state of Iowa 37%. (State population 2,470,939—635,704 families—3.9 persons to a family. Total circulation March 31,

1934, 235,635*. Circulation in Iowa 232,784. Outside Iowa, 2,851.)

Congratulations to you, Detroit News, on your splendid circulation growth and coverage of the city of Detroit. But a 37% coverage of all the families of the entire state of Iowa is still a whale of a lot of coverage.

Our face is red, but part of the glow is pardonable pride!

*April average 250,474.

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Now Quarter Million Circulation

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PRINTERS' INK

NEW YORK, MAY 24, 1934

This Week

THE problem needs no touching-up, no high-lighting, to bring it sharply into focus in the mind's eyes of many, many business men. It's as common as a thunder storm in August, as universal as a pain in the neck.

"When the crash came in 1929 and all sales took an almost perpendicular drop in 1930, our warehouses were full of stoves—no sales—market demoralized; everyone saving his money or lacking money to spend. The question was: What to do to stop the decline of sales in 1931?"

And there you have the starting point of a "success story" from Kansas—the methods, as revealed by Advertising Manager A. W. Boyer, by which the Coleman Lamp and Stove Company turned the tide of its sales so that it rose in 1931, ebbed a bit in 1932—but not below 1930—rose again in 1933, and for January and February of this year increased by 283 per cent over the same months of 1933.

Behind the story there is a formula. As Mr. Boyer phrases it, it goes like this:

"If you have a product that supplies a fundamental need; will sell it at a fair price; will keep it improved and up to date; will give your dealers real retail sales co-operation—you can sell your product, even in a depression market."

* * *

Of course, there are those who would say that, great as is the achievement of bringing a business successfully through a depression, still greater and more laborious is the task of bringing one through an attack of government.

Advertisers are protesting to Washington that, if code regulations are to be enforced strictly,

advertising costs must be included in computing prices below which merchandise must not be sold.

But Chester M. Wright, Washington scout of P. I., says not so. "There is little ground for concern," he assures us, "on the part of firms which do business legitimately and according to standards that are fundamentally sound."

Of course, there are angles—such as the grading project of the Consumers' Advisory Board—still to be watched. "But," Mr. Wright reminds us, "NRA is not a finally, definitely congealed institution. It is a body in the making, a set of laws in growth."

* * *

From Washington, too, comes word that the Federal Trade Commission—which, as some of our readers will recall, is still a branch of our Government—is reaching for its shingle again. This time the commission aims to spank radio advertising, and particularly the broadcasts of local stations. Right now, the big networks are fairly well "in the clear." Hereafter, however, all stations will send the commission copies of all commercial continuities. "Censorship?" P. I. asks. "Well, anyway," answers the F. T. C., "it's censorship after the fact, and not before."

* * *

Thus far, we haven't mentioned the consumers. And now a consumer speaks up for herself. Optimistically, Christine Frederick believes that the current unpleasantness about consumers will be followed by the soul-healing consequences of a good, hard cry. That isn't exactly what she says. In fact, writing under the title, "Women Buyers, After All, Are Receptive," she seems to intimate that

before the whole thing is settled, there'll be grief on both sides. Especially does the future hold sorrow for the "cats and dogs."

* * *

Aloof from bickering and censorship and tears, C. B. Larrabee addresses himself to a subject on which he is an authority—packages. He asks: Who should initiate the package change? The question really starts with another one: To whom—research, sales, or advertising—ought the package designer be responsible? Mr. Larrabee answers—and in the course of his discussion he introduces, incidentally, a character named Gilhooley.

* * *

Dramatize it! That, says Kenilworth H. Mathus, editor of publications of the Connecticut Mutual Life Insurance Company, is the best way to present a sales con-

vention. Mr. Mathus speaks as a dramatist in his own right; for he has dramatized conventions for his own company. Here he tells how—and illustrates his piece with a chart and a photograph.

* * *

Consider the small retailer. Every little while, somebody reconsiders him. This week, John V. Brew, of Pedlar & Ryan, Inc., reveals that even the physical act of calling on the little fellow demands, on the part of the salesman, a high degree of agility. But—"What we need today is a little serious thought on the causes of high mortality among small dealers and a little more credit to the manufacturers, associations and jobbers who are working honestly and diligently to keep these dealers in business and to make them better merchants."

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1934 Sets Up New Registration Record In Rhode Island!



Compared with similar periods, the first four months of 1934 broke all records for automobile registrations . . . With pleasure cars far in the lead, this new all-time record proves a greatly increased purchasing power throughout this major market . . . A market covered thoroughly and at least cost through the . . .

Providence Journal & Bulletin

Dominating New England's Second Largest Market

C. H. EDDY Company, Boston, New York, Chicago

R. J. BIDWELL Company, Seattle, San Francisco, Los Angeles

On to Wisconsin for Summer Business



THE Milwaukee-Wisconsin market is a "natural" for summer selling—and here are a few reasons why—

- (1) Milwaukee's industrial payroll, sixth largest in the nation, exceeds the yearly average in June, July and August.
- (2) Summer months bring the highest incomes on Wisconsin's great dairy farms.
- (3) Seven million out-of-state tourists and "resorters" come to Wisconsin, "Vacationland of the Middle West," and spend approximately \$140,000,000 here in a period of one hundred days.

Build sales in this all-year market to offset declines in less productive summer markets.

THE MILWAUKEE JOURNAL
FIRST BY MERIT

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Sales Up 283 Per Cent

A "How To" Success Story from Kansas, Showing Happy Outcome of Struggles with Depression

By A. W. Boyer

Advertising Manager, The Coleman Lamp and Stove Company

IN 1930 our sales of Coleman gasoline (under pressure) kitchen stoves and ranges dropped nearly two-thirds under a good sales record in 1929. Building up sales from this depression low to what promises to be a record-breaking high in 1934, and regularly increasing sales each year, is a sales accomplishment covering the recent depression years.

In 1929 our company had been in business nearly thirty years and had become a recognized leader in the manufacture of

gasoline burning appliances. We had been making gasoline kitchen stoves and ranges about five years. In that time our stove line had become one of our major products.

While not the first manufacturer in the field with a modern gasoline kitchen stove, Coleman had become a real contender in the gasoline stove market. Sales were climbing. Our production program was set up on the basis of an anticipated continuance of good sales in 1930. Then came the crash, and in common with thousands of other manufacturers, our sales started on the toboggan. The company's stove sales hit bottom in 1930, in spite of the fact that business conditions continued on the down grade for more than two years longer. In 1930 they were only one-third of what they were in 1929, but in 1931 they started up and have been going that way ever since.

In 1929 our gasoline stove performed efficiently and lived up to our claim of providing gas cooking service for homes beyond the gas mains. In appearance and performance it was a leader in its field. When the crash came in 1929 and all sales took an almost perpendicular drop in 1930, our pre-

dicament was not uncommon: Our warehouses were full of stoves—no sales—market demoralized; everyone saving his money or no money to spend. "What to do to stop the decline of sales in 1931?" was the question.

It was plainly a sales and merchandising problem. It was realized that something had to be done not only to move our own stock, but also to help the dealers move the stock that they had on hand. It was decided that a trade-in plan was probably the best way of doing this. The stoves were sold through selected or franchised dealers. So, it was decided to adopt and promote, through the dealers, a retail trade-in sales plan by which a prospective purchaser could trade in his old stove, regardless of kind, make or model, on a new Coleman stove and receive a certain allowance, depending upon the model and price of the stove he desired to purchase.

The plan was promoted with and through dealers and national advertising in consumer publications. The dealer could use the plan, or not, as he wished. But the program was so successful that it not only



THE PATH PERILOUS

— Cesare in the New York Evening Post

"Without orphaning a single American child, without widowing a single American mother, without firing a single gun, without the shedding of a single drop of blood, he wrung from the most militant spirit that ever brooded above a battlefield an acknowledgment of American rights and an agreement to American demands. He truly demonstrated that principle is mightier than force, that diplomacy hath its victories no less renowned than war." (Tremendous outburst of applause and cheering, the parading of delegates with the standards of many States around the hall for 21 minutes.)

From the official report of proceedings of the Democratic National Convention, St. Louis, 1916

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J. V.

He kept us out of WAR—

achievements of the first four years of Woodrow Wilson's administration—Underwood Tariff, the Income Tax, the Federal Reserve Act, etc.—ought only perfunctory applause when presented before the Democratic National Convention of 1916.

But at each mention of Wilson's policy of neutrality by Convention orators, the dam broke loose. Time after time, "he kept us out of war"—regardless of the words in which it was expressed—ought the delegates to their feet and the aisles, parading and screaming.

☆ ☆ ☆

NOTHING equals the power of an idea which appeals to human emotions. It is true in all activities which have as their purpose the influencing of people in the mass. It is true in politics. It is true in journalism. It is true in advertising.

Advertising without such an idea is wasteful, inefficient, and instantly vulnerable. If it succeeds at all, it is because no competitor, with a product of equal

merit, has hit upon an idea.

The ability to write understandable copy—to obtain attractive art work—to select effective media—to handle successfully the details of putting advertisements before the public—this is the common denominator of all agencies. All agencies have this ability.

It is in the ability to find *ideas* that make an emotional contact with human need that agencies differ. It is this ability which influences great masses of people quickly. It is this ability which makes advertising *sell*.

A study of advertising over a long period of years will show that this ability is exceptionally well developed in the J. Walter Thompson Company. Finding the idea, then using it and *continuing to use it*—this is responsible for the success of clients of this agency, and of the agency itself.

J. WALTER THOMPSON COMPANY

***Says Mr. Boyer of His Company's
Hard Times Achievement:***

Our experience in the selling of stoves during the last four years serves to prove these fundamental precepts:

If you have a product that supplies a fundamental need; will sell it at a fair price; will keep it improved and up to date; will give your dealers real retail sales co-operation, you can sell your product even in a depression market.

helped the dealers to move their own stock, but it resulted in moving approximately one-half of our warehouse stock of stoves, and brought about a sales increase in 1931 of better than 9 per cent over the sales of 1930.

Came 1932. We still had some stock of stoves on hand, although our stock had been materially reduced. At this stage, three things were done:

Prices were materially reduced.

Two new models of up-to-date design were introduced into the line.

The company's new Instant-Gas principle was developed and applied for the first time to a gas-line pressure stove.

However, in 1932, we gave the dealer no definite suggested retail selling plan.

While the sales for 1932 were under 1931 they were approximately 5 per cent ahead of 1930. This decrease under 1931 may, we believe, be attributed to these causes:

Continued decline of conditions generally.

Failure to give the dealer a definite retail selling program.

Our smallest advertising budget in years.

And so 1933 rolled around—and who doesn't remember the first quarter of 1933! Despite conditions though, we went ahead with plans for a bigger and more aggressive sales and advertising program.

Although we were still carrying some models made in 1929, new and improved models were added to the line to give newness, freshness and pep.

Immediately following the bank holiday when everybody was feeling a little better although still a

bit skeptical, we took advantage of the psychological situation and announced to the dealers a retail sales plan which we called our "Happy Days" Prize Contest. This was a plan that the dealer could put on any time he wanted to. The dealer promoted this contest in his own community, and offered a certain model stove as a prize to the writer of the best essay on the subject, "Why Coleman Instant-Gas Stoves Bring Happy Days to Housewives Everywhere." We participated with the dealer by furnishing him most of his promotional material and supplying, at a reduced cost, the stove offered as a prize.

As a result of an effective retail sales plan and more aggressive advertising and merchandising, Coleman stove sales in 1933 showed an increase of 27 per cent over 1930 and better than a 20 per cent increase over the sales of the year before.

At the beginning of this year we offered to our trade a complete new line of stoves. The product was plussed by new sales helps, a new sales program, a new and bigger and better advertising campaign.

The response has been phenomenal. The sales in January and February of 1934 show a 283 per cent increase over those of January and February of 1933. The total sales booked for the first quarter equaled the total stove sales volume of 1933. More dealers ordered stoves earlier in the year and more dealers placed larger orders. Repeat orders, which indicate that the stoves are moving into the hands of the customers, came in earlier this year than usual.

So heavy has been the demand that we have had to step up the production schedule three times, but

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THEY KNOW WHEN IT PULLS

The department stores know when a newspaper pulls and when it doesn't. For more than seven years they have used more space in The Sun than in any other New York newspaper. Why?

OVER 300,000 CIRCULATION

The  Sun

The Newspaper of Distinction in its Readers, its News and its Advertising

NEW YORK

we are still behind with orders and there is no evidence yet of a let up.

We are willing to admit that sales so far this year may be, to a certain extent, attributed to improved conditions generally. However, we are inclined to give far greater credit to:

(1) A greatly improved product: Improved in appearance, design, performance and color.

(2) A background of steady, persistent and consistent advertising promotion, plussed by resultful, retail selling programs for the use of our distributors.

(3) Keeping our own feet on the ground in our sales and advertising activities while doing so.

Our stove advertising budget for 1934 is two and one-half times greater than it was for 1933. Our retail selling program for dealers was a nation-wide showing for stoves during the week of April 22, which we called "Coleman Range Revue Week." This event was featured in our advertising and by recorded radio announcements over a series of stations.

It was a show that the dealer could make individually his own, in his own store. He could tie up with our nation-wide announcements by using the special dealer co-operation given in addition to our regular dealer retail sales helps.

A Number of Carload Orders

It is too early to gauge results of this retail sales plan, but we know that a sizable number of dealers took part, and the stove sales are still going strong. A number of dealers ordered carload shipments and some have ordered their second carload.

One dealer's experience, while a little unusual, still is typical of many: Three years ago, at the beginning of the season he bought three stoves and sold fourteen during the year. Last year he started the season with fourteen stoves and sold 200 during the year. This year he bought a carload and has set up a sales quota of 400 stoves for the year.

Until this year we have always

considered the Coleman stove almost purely a product for the rural and small-town market. Last year we found that a very large percentage of new sales were being made in large trading centers—in towns supplied with natural and artificial gas.

One of our selling phrases on our stoves in the past was—that the Coleman stove "Brings Modern Gas Cooking Service to Homes Beyond the Gas Mains." When we found that these stoves were being used largely in homes surrounded by gas mains and were bought because of their convenience and economy, we changed that selling phrase to, "The Coleman Is a Stove That Brings Modern Gas Cooking Service to Any Home Anywhere" and added because of its improved appearance and performance—"New Beauty to Your Kitchen and Better Cooked Foods for Your Table."

Sales Plans Backed by Advertising

All of our sales plans and merchandising efforts have been ably supported by national advertising and dealer retail sales helps, but in no case has there been an effort to "be different" merely for the sake of "being different."

We have done nothing new and startling and revolutionary in any respect. We have stuck to fundamentals. We have selected and used the publications that we felt covered our market the best and would be the most responsive in the way of returns and the creating of interest on the part of consumers.

We have been liberal in our supplying of retail sales helps to dealers, some of which we furnish free and some of which we require the dealer to participate in the cost.

Our experience in the selling of stoves during the last four years serves to prove these fundamental precepts:

If you have a product that supplies a fundamental need; will sell it at a fair price; will keep it improved and up to date; will give your dealers real retail sales co-operation, you can sell your product even in a depression market.

The homes of more women
who pay above \$7.50 for
street dresses are reached,
per advertising dollar,
through The New York
Times than through any
other New York newspaper.

From the
Polk Consumer Census
of New York.



From an old print


**"The most
influential books and
the truest in their influence
are works of fiction. They re-
arrange, they repeat, they
clarify the lessons of life,"
said Robert Louis
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**As a matter
of fact, GREAT FICTION
moves the world because
it moves men and women**

In "Life on the Mississippi" Mark Twain, describing Baton Rouge in 1874, says, "Sir Walter Scott is probably responsible for the Capitol building; for it is not conceivable that this little sham castle would ever have been built if he had not run the people mad, a couple of generations ago, with his medieval romances. The South has not yet recovered from the debilitating influence of his books. Admiration of his fantastic heroes still survives here, in an atmosphere in which is already perceptible the wholesome and practical nineteenth century smell of cotton factories and locomotives."  Sixty years later, *today's* GREAT FICTION is read in a South that has recovered... that alike produces and consumes huge quantities of today's products. Southern advertisers who shared in Cosmopolitan's 1934 gain over 1933 in lineage and revenue rightly know that *today's* GREAT FICTION helps persuade over 1,600,000 families *to buy their goods.*

COSMOPOLITAN

Groucho Says:

"We Tell the Truth"

FIRST thing I ever learned in history class was that George Washington always told the truth, but I never heard that he had to tell everybody about it. As an ignorant kid he probably looked like he was telling the truth and what he said sounded like the truth. It might be just as simple as that.

Now several advertisers suddenly announce that they tell the truth. One puts this statement into its advertisements, another announces it in its radio hour.

Get this, good public, "We tell the truth." We wish to call attention thereby to the difference between us and others. There's bound to be positively enormous competition in telling that we tell the truth. Can we build brilliant campaigns on that? Can we salvage any of the best-by-test approved advertising devices? Let us see. There's no copyright on the suggestions below. Use them all you like.

I. Biddle Tells the Truth. Biddle offers eight cylinder automobiles, one a week to the lucky winner of a prize contest. All you have to do to win this prize, if you do win it, is to make as many three-letter words as possible out of the words "Biddle Tells the Truth." And

that's a good reason for buying Biddle's Plum Butter.

II. Wirecraft Soap Insists on the Truth. If you use it thirty days you'll be thrilled. Mrs. Beachurst-Corona of Park Avenue, Park Ridge and Palm Beach, says she has used it and it has given her social prestige beyond her fondest hopes of debutante days. Wirecraft insists on the truth, the astounding truth that Wirecraft has been reduced to 10 cents.

III. Truth Is More Important Than Sales to Gluestick Tire Co. Others cannot dare to tell the truth about their ordinary tires. Be known as a person of truth and discrimination by using Gluestick Tires.

IV. Casker's Beer Bubbles with Truth. Gorgeous, foamy, inspiring 6 per cent truth. Beady, frothy, cooling, soothing truth. Made of super selected hops and superlatively soapy malt, and that's the bubbly truth.

* * *

Now don't worry, you truth-telling advertiser, you don't have to tell all you know, nobody can be expected to tell all the truth all the time, not in advertising, not yet, anyway. Play the new game while it lasts. It may not last long.

GROUCHO.

♦ ♦ ♦

Poor Richard Re-elects Kynett

H. H. Kynett has again been re-elected president of the Poor Richard Club, Philadelphia. This is the first time that a president has been elected for three consecutive terms since the early days of the club.

Charles H. Grakelow was elected first vice-president; George W. Ward, second vice-president; Harry C. Kahn, treasurer; Clarence W. Cranmer, secretary.

Elected directors were: Howard C. Story, Julius S. Weyl and D. Edw. McAllister.

* * *

Appointed by "Sportsman"

Charles C. Palmer, formerly New England representative of the Ultra Class Group, Inc., has been appointed New England manager for *The Sportsman*, Boston.

Heads Airway Electric Sales

Warren E. Griffith has been appointed general sales manager of the Airway Electric Appliance Corporation, Toledo. He joined Airway in New York in 1930 and later was put in charge of the Southern California branch of the company. He previously had been located in Toledo as head of the Landman-Griffith Company, automobile distributor.

* * *

Elected to Board of W. F. Hall

Alfred B. Geiger, president of the Chicago Rotoprint Company, has been elected to the board of directors of the W. F. Hall Printing Company, Chicago. Mr. Geiger established the plant of the Chicago Rotoprint Company, a Hall affiliate, in 1922 and has been president of the concern since 1927.

Radio Censorship July 1

Trade Commission's Announcement of Ruling Local Broadcasts Is Velvety, but Its Censorship Nevertheless

PRINTERS' INK Bureau,
Washington, D. C.

COMMERCIAL broadcasts locally produced go under Federal Trade Commission censorship July 1. The Federal Trade Commission will not like the word "censorship," but advertisers probably will soon conclude the new control means approximately that.

Under date of May 17 the Commission advised all radio station owners of the new order, almost, but not quite, out of a blue sky. The "not quite" proviso grows out of the fact that the Federal Radio Commission six months ago advised radio station owners and advertisers that programs must be "cleaned up" or the Government's attitude would be stiffened.

The new order is offered to the radio industry under a velvet glove. In making the order public the Federal Trade Commission said:

"Anticipating a fine spirit of co-operation from the radio industry, as already manifested by some of the leading executives, the commission is approaching the radio field in a spirit of friendly co-operation. Consequently, instead of adopting a plan of monitoring broadcasting programs, the commission is asking for copies of advertising announcements to be furnished by the networks and broadcasting stations."

Similar to Control Over Newspaper Copy

From July 1 the Federal Trade Commission will be the judge of what is "false and misleading" radio advertising, unless and until contested cases are carried to the courts. Radio advertising thus comes under a type of control similar to that exercised over newspaper copy, as the commission's announcement says.

Neither the radio commission nor the Federal Trade Commission states what has caused the current

order, but there can be no guessing about the reason. It is clear. Six months ago radio advertisers were told that some programs must be modified "or else." This is the "or else."

Clearly the commission intends to change certain types of advertising and it is equally clear that certain programs broadcast locally or over small sections are aimed at. The big, national broadcasts appear just now to be "in the clear." Likewise there seems no complaint against electrical recordings, because both of these classifications appear to be exempted in the order.

The letter to radio station owners follows in full:

GENTLEMEN:

This Commission has directed that hereafter more attention shall be given to the subject of commercial representations by radio broadcast. This is in response to a general demand that the same rules for advertising be observed in radio broadcasts as those enforced by the Commission with respect to periodical advertising.

It is anticipated that the radio industry will display the same co-operative spirit as the publishing industry has, to the end that unfair, false and misleading advertising shall be eliminated from interstate commerce.

Commencing July 1, 1934, and until further notice, you are respectfully requested to procure copies of all commercial continuities (other than network programs and electrical transcriptions) issued through your facilities, and forward these, with dates of broadcasts and addresses of advertisers, to the Special Board of Investigation, Federal Trade Commission, Washington, D. C.

For convenience these may be mailed once a week, to be filed and reviewed by the Board.

Government franks are enclosed for your use in transmitting such

copies. Additional franks will be supplied as needed.

Your co-operation will be appreciated by the Commission.

Yours sincerely,

FEDERAL TRADE COMMISSION,
OTIS B. JOHNSON,
Secretary.

As to procedure against questionable broadcasts the commission said when making the letter public:

"Whenever statements occur in commercial announcements which appear to be false and misleading, or otherwise constitute an unfair method of competition in commerce, notices will be sent both to the advertiser and the radio station broadcasting the advertising, with the view of effecting a stipulation under which the advertiser and the broadcaster agree to cease and de-

sist from the practices complained of. Execution of such a stipulation would end the case. However, should such compliance not be effected, the case would then proceed through a public hearing, with argument before the Commission, decision by the Commission, and perhaps appeal to the Courts."

It was specifically stated for PRINTERS' INK at the offices of the Federal Trade Commission that scrutiny of broadcast copy is to be subsequent to broadcast. It is not expected that copy will be submitted in advance. "It isn't a censorship," was the comment.

"That depends upon interpretation," was suggested.

"Well, anyway, it's censorship after the fact and not before," was the rejoinder.

And that is how it stands.

NBC Advances Myers

Walter E. Myers has been appointed national sales representative of the National Broadcasting Company in Boston. He has been with this organization since 1928 and is succeeded as manager of Stations WBZA and WBZ by J. A. Holman.

John H. Bachem has been made assistant Eastern sales manager at New York. F. E. Spencer also has been assigned new duties and will work on the co-ordination of transcription and local business.

James V. McConnell has been appointed operations assistant, co-ordinating the operating activities of all NBC sales divisions and between these divisions and other NBC departments.

Has M. W. Locke Shoe Account

The Lockwedge Shoe Corporation of America, Columbus, Ohio, M. W. Locke shoes for women, has placed its account with the United Advertising Agency, New York. Plans for fall include the use of magazines, window displays and direct mail.

Sterck to Grombach

Thomas R. Sterck has been appointed sales director of Jean V. Grombach, Inc., New York, producer of radio programs. Formerly engaged in advertising agency work, he has more recently been Eastern sales manager of Jam Handy Pictures.

Fonda with KHJ

James D. Fonda has joined the sales department staff of station KHJ, Los Angeles. He formerly conducted Radio Surveys, Inc., and before that was with the Pennzoll Company.

Death of S. H. Altorfer

Silas H. Altorfer, president of Altorfer Bros. Company, Peoria, Ill., ABC electric and gas engine power washers, died recently after twenty-five years of activity in his industry. Mr. Altorfer and his brother, A. W. Altorfer, produced their first power operated washer in the basement of their father's hardware store in Roanoke, Ill. They made others one at a time, which were sold by a salesman with a horse and buggy. The business later grew into the plant now located at Peoria.

Missed No Issues

The fire in the Chicago stock yards last week reduced the plant of the *Chicago Drovers' Journal* to ashes. Circulation lists were saved, however, and the publication followed up its Saturday issue with its succeeding Monday issue on schedule. Its Station WAAF was completely ruined but will go on the air again as soon as it is possible to install a new transmitter and studios.

Milprint Adds to Staff

The Milprint Products Corporation, Milwaukee, has added two promotional executives to its national sales staff. Irvin M. Shaffrin, formerly creative and sales promotion director of the C. E. Falls Service Company and the Bigelow Press, will have charge of the Eastern division. Ervin J. Presser, will direct promotional activities in the South and Far West.

Joins Emery Agency

Paul E. Brown has joined The Emery Advertising Company, Baltimore, as an account executive.

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Authority: Media Records, Inc.

The Daily News
Percentage of Total
Retail and Total
General Advertising
in all Chicago
Daily Newspapers.

*You Can Profitably Increase the
Proportion of Your Advertising in
The Chicago Daily News*

DURING four difficult years both Retail and General advertisers placed a steadily rising valuation upon The Chicago Daily News. Retail advertisers point the way. Unless your advertising is now exclusive in The Daily News, you can safely increase your proportion in this newspaper, which leads all Chicago daily newspapers in both Retail and General advertising.

THE CHICAGO DAILY NEWS

Every Year a Year of Leadership

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

Walgreen Goes National

Drug Chain Extends Distribution of Private Brands to 600 Independent Stores

SIGNIFICANT news from the private brand front in the drug field last week was the announcement of the Walgreen Company that more than 600 independent stores are now being "serviced" with Walgreen products. This more than doubles, so far as number of outlets is concerned, the distribution of the large chain organization's brands, since the Walgreen-owned stores at the present time number 486.

More than 1,200 items produced in the Chicago laboratories of Walgreen—including toiletries, oral hygiene products, shaving supplies and candy—are being distributed through the independent outlets. The agency stores cover thirty-three States and in general are confined to smaller towns in which Walgreen has no stores of its own. They are carefully selected as to reputation and credit rating, usually the leading drug store of the community being selected for the Walgreen proposition.

The servicing of these outlets includes a comprehensive program of merchandising help, as well as the products. The company provides merchandising supervisors whose duties are to see that the goods move into consumer hands and that there is no overstocking. Advertising campaigns, based on Walgreen's retailing experience, are designed and made available. A store arrangement service is provided.

Project Under Way for Some Time

The expansion project has been under way for the last three years. Some time ago the company made known that it was distributing products through a few stores in towns located in the territory immediately adjacent to its Chicago headquarters, including Illinois and Indiana. Later, however, the original plans were

quietly extended to operate on a national basis, and the major part of the development has taken place within the last year. The work will be continued along these lines in an effort to further increase the number of outlets serviced with Walgreen products.

"There is no one single Walgreen brand as there is, for instance, under the Rexall system," said R. H. Riemenschneider, sales promotion manager, in discussing the company's lines. "Instead we have a number of brand names for various products or groups of products. The shaving cream has its own specific name, poison ivy remedy another, toothpaste still another and so on down the list of items.

In Reality Nationally Advertised Brands

"We regard our brands as nationally advertised products with restricted distribution. Take the case of Peau Doux shaving cream. In the last five years we have expended in the neighborhood of \$100,000 advertising this product through our stores, in newspapers and over the radio. The advertising has run in over one hundred metropolitan cities. Therefore, we feel that so far as practical operation is concerned, our leading brands are nationally advertised items."

In the light of the issuance of the first public announcement of the new development on May 18, it is interesting to analyze a double-spread newspaper advertisement run the same day by the Walgreen stores for evidences of the company's attitude toward nationally advertised brands other than, to grant Mr. Riemenschneider's point, its own. Out of twenty-four spotlighted items, five were Walgreen products. The rest of the featured items were big-name nationally advertised brands.

NRA Codes Won't Harm the Decent Advertiser

Application of Cost Principle Will Be Reasonable

By Chester M. Wright

Washington Editorial Representative, PRINTERS' INK

WHAT a blow would be inflicted on the advertising industry if code regulations were strictly interpreted to mean that advertising costs should be included in computing prices below which an article could not be sold!

Many of the codes seem to read that way and advertisers are sending in protesting letters. But there is little ground for concern on the part of firms who do business legitimately and according to standards that are fundamentally sound. Those who will administer the codes, including the Government representatives, are going to apply the rule of "reasonableness" to their decisions.

In practically all the codes and in the interpretations of codes which are not sufficiently specific in their language, there are two methods of adjusting advertising to costs when it is provided that advertising costs must be computed. First, you may sell below cost to meet the cost of a competitor whose costs are legitimate. Second, you may compute costs over a "reasonable" volume. The code authority, composed of brother manufacturers, will be judges of what is "reasonable," subject to the approval of the NRA administrator.

Suppose, for instance, that a coffee roaster wants to put on the market a new brand of coffee. He plans a big advertising campaign featuring a new blend, a new container, a new appeal. For the first six months his costs may be twice the sale price per pound. He will be selling below cost, and that is contrary to the new merchant law, unless it is liberally interpreted. Eventually he expects to make money at 25 cents a pound.

If that seems like sound business

to his fellow manufacturers and to the administrator, the rules will be found to be flexible enough for his purposes. But if destructive price-cutting is involved in the sales program, in the opinion of his peers, he will be brought to task. On the other hand, if a manufacturer has succeeded in getting control of a market, excessive price boosting will be equally frowned upon.

Compliance Rather Than Enforcement

Self-regulation is the keynote of future operation of industry codes. Those who desire success in code procedures speak of "compliance." Use of the word "enforcement" is taboo. Prohibition taught Government officials something about the dangers and the impossibilities of enforcement. But the American people will "comply" with that which is reasonable and will wield the power of publicity over the chiselers sufficiently to keep them "nice."

Of course the inclusion of advertising costs is not a problem that concerns the retailer. All that is required of him is that he does not sell an article below wholesale price plus a reasonable mark-up. He may pile on all the advertising costs he pleases. There is nothing to prevent him from dissipating all his money that way. But he must not give things away to the purchaser of his article.

The national advertiser must watch his step to make sure he is not injuring his competitors unfairly by his advertising. If he does wrong, the matter will be reported to his code authority, and he will probably hear from it. His peers will talk to him. If the code authority fails to correct an abuse,



"Continuous advertising, like continuous work, is most effective. If there is any enterprise in the world that a quitter should leave severely alone, it is advertising."

John Wanamaker.

THE BOONE MAN REPRESENTS 27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
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What he said then, John WANAMAKER would Certainly say Today

THE Master Merchant knew people . . . and how quickly people forget. There is a lifetime of profitable experience in his words . . . "If there is any enterprise in the world that a quitter should leave severely alone, it is advertising."

How clearly he recognized that the friends made by his advertising would as readily be *unmade* by somebody else's advertising . . . that, so far as the *public* is concerned, the Corridors of Time *started only yesterday*.

After all, people have a great many things to occupy their minds.

Your product is not as vitally interesting to them as it is to you.

The manufacturer who would maintain his hard-won position *must* continue to advertise. Those who would *regain* a lost prestige must *start* advertising once more, *and keep at it*.

To both groups, the 27 Hearst newspapers represented by the Rodney E. Boone Organization afford powerful weapons in 14 of America's foremost market-areas . . . not alone to maintain public memory, but also to exert the persistent, *compelling pressure upon retailers* that forces goods to be sold.

   *The Corridors of Time Started Yesterday*   

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

there is always the Consumers Advisory Board or the Interstate Commerce Commission or Congress to bring him to task in any one of numerous ways.

But always moral suasion will be exhausted before the horrid word "enforcement" is brought into the picture. It is like the bad little girl whose mother said to her: "Helen, whatever am I going to do with you!"

Fearing the heavy parental hand, she replied pleadingly:

"Don't spank me, mamma; talk to me."

Thus we have the picture as it relates to advertising. It is a picture based on what is the current policy of NRA. That does not guarantee it will be tomorrow's policy, but it is the best guide for just now.

However, there are other things that affect advertising and there probably will be more such things. For example, the Consumers' Advisory Board is offering a grading program. If certain members of CAB have their way there will be, for all food products and in fact for all merchandise sold at retail all of the grading and branding originally proposed in the famous Tugwell Bill.

There seems no doubt that the extensive branding program now in the mind of such CAB members as William Trufant Foster would remove from the market certain deleterious and spurious products, but everything that was true about the branding provisions of the

Tugwell Bill is bound to be true of other similar provisions.

Consequently, the national advertiser has this to realize: NRA is not a finally, definitely congealed institution. It is a body in the making, a set of laws in growth. There will be changes, some dictated by wisdom and experience, some imposed by accident, a desire for more speed and immature hopefulness.

One other thing is true: There are gyp games to which the experimenters and the reformers can point, there are cheats and frauds in plenty. The more business honestly and fairly regulates itself, the less Government will find an excuse to do. Every regulation now proposed is, it may as well be frankly stated, based upon a demonstrable fraud or cheat somewhere. The housecleaning in prospect may go far beyond necessities, because it is human to seek more power than is needed.

Again, the Washington atmosphere is filled with the sermon: All business will do well to take all possible steps for eliminating the unfair, the fraudulent, the tricky, so that alert men and women in Washington will find fewer points of which their inquiring and correcting program may find points of contact.

For while the "talk to me, mamma" plea will get results in many a case, there are plenty of Governmental persons who are just downright itching for the chance to drag out the hickory stick.

Summer Campaign for Pineapple

A four-month special summer advertising campaign for canned Hawaiian pineapple will be launched May 25 by the Pineapple Producers Co-operative Association, Ltd., using forty-one newspapers in thirty-three cities, a full color page schedule and additional large-space copy in a national weekly, outdoor postings in forty-four metropolitan centers and trade journals in the grocery field. Sliced pineapple will be featured with the theme built around "Canned Hawaiian Pineapple for Summer Energy."

Dingwall Joins "Esquire"

A. M. Dingwall is now with the New York office of *Esquire*. For twenty-three years he was with *Town & Country*, of which he had been advertising manager.

Heads Northwest Group

Murray E. Clark, circulation manager of the Yakima, Wash., *Herald-Republic*, has been elected president of the Pacific Northwest Circulation Managers Association. A. E. Crawford, *Seattle Post-Intelligencer*, has been elected vice-president and H. H. Cahill, *Seattle Times*, has been re-elected secretary-treasurer. Directors chosen are Gus Hixson, Salem, Oreg., *Statesman*, and H. F. Gates, Vancouver, B. C., *Sun*. Yakima was chosen as the next meeting place of the association.

With Barrett Company

Frank S. Harkins, formerly assistant advertising director of the U. S. Rubber Company at New York, has joined the Barrett Company, New York.

Women Buyers, After All, Are Receptive

Warlike, Yes; But Advertiser Can Win Them

By Christine Frederick

I AM becoming more and more thoroughly convinced, as the New Deal works itself out, that the flurry of consumer activity, criticism and discussion, particularly of advertising, is going to have the final result of a *rapprochement*, a friendship more firm than ever before known between the really modern-minded, quality trade-mark manufacturer and Mrs. Consumer. I arrive at this conclusion because I see women doing more conscious thinking about the subject than ever before.

The relationship, the good-will between the selected trade-mark manufacturer and women in the past has been largely unconscious. Women acted and re-acted without much discussion; in fact, there has rarely been any discussion. There was a daily relationship with advertisers, some very satisfactory, and a margin of it unsatisfactory; but women have always, by their negative reaction, known what to do with the unsatisfactory goods. They were taken in by some of it for a while, but their general experience with quality trade-marked goods has been so satisfactory, and even so intimately valuable, that they had a tolerance for the margin of "cats and dogs."

Asked the direct question they probably would deprecate the part advertising plays; just as they would humanly deprecate the role that a good retail salesperson plays. Unlike men, women really plume themselves on their shopping discrimination and skill; and to admit that the salesperson or the advertising played a valuable or important part would be to clip women's own self-estimation and vanity, in their major role in life. It isn't good psychological insight to expect them to do this; conse-

quently women very rarely admit being swayed by advertising.

It seems to me that a somewhat different period will now arrive. Many of these relationships will now come up above the threshold of consciousness. There is a more critical spirit; less tolerance of the "cats and dogs" of the advertising and merchandising worlds; more demand for the operation of strictly modern policies of quality, price and sales representation. It is a critical time for advertisers, but it is a time fraught with a great deal of possible progress toward closer and more fruitful relationship between manufacturer and consumer. I sincerely hope that in the pressure of today's difficulties American manufacturers will not overlook this most vital opportunity.

Consumer Wasn't Taken Seriously

Few advertisers have really in the past taken the consumer seriously. A little fine fustian and showmanship; a little theatrical exaggeration; a little dubious play to the gallery, a little skirting upon deception and trickery, and a condescending spirit of gallantry—that is what it has amounted to in a great many instances. In a great many more instances there wasn't even this—there was only dead silence and dealing in the dark. But I must pay due tribute to those genuinely enlightened and broad-gauge firms which have operated their relationship with consumers with highly sincere, competent, co-operative and technically superb spirit. They have made themselves the deeply useful friend and ally of the housewife in her vital tasks, as regards information and service, and quality and price.

The period now arriving has

been introducing a more cynical, critical spirit and more informed comparison; removing the possibilities of playing upon naivete; in other words, putting women more consciously on their guard, it is true. But by the inevitable parallel effect of these very things, it is at the same time tending to make the real appeals, the genuine service, the undeniably good quality, the obviously fair and low prices, *stand out more markedly than ever*. It is my hope that by the same token, manufacturers will also learn something from this new period and see the superior business judgment of adopting fully modern policies of high quality, low price, wide sale, close relationship to consumers, under the banner of able educational advertising and also of a good trade-mark.

In particular I want to speak of consumer appreciation of quality, in the face of various conspiracies, on the part of low-grade manufacturers, as well as on the part of narrowly profiteering or short-sighted retailers. It is my opinion that at this time especially loyalty to quality standards is important, for the conspiracies are more active than ever to debase quality, skimp value and trim and cut in order to preserve the "price lines" which chains and large distributors calculate will suit their purposes best. In such conspiracies it has always seemed to me that the over-sophisticated large distributors were working against consumer interest, in their feverish pressure upon complaisant lesser manufacturers, to produce "price line" goods rather than quality goods.

Lowering Quality to Trick Price Level

Their emphasis has been persistently in the wrong place; and they are openly today asking such pliable manufacturers to debase quality and service standards in order to arrive at a particular price line—which price line, in most instances, is a "trick" series of prices, deliberately set to convey impressions of reduction from higher prices.

Such large distributors are taking advantage of the present upward trend in prices to create the impression that they sell really good goods at the old prices. The true trade-mark quality goods, made by a specializing manufacturer with pride of name and reputation, and priced according to low-profit modern principles, is the consumer's best friend, and not the "price line" merchandise constructed on principles of mere salability.

Housewives and Mattresses

Let us get down to cases. I do not know a better example than a mattress. Women generally have only in recent years become even slightly conscious of mattress values. The large shrewd retail stores selling mattresses have sold locally manufactured, private trade-mark mattresses, on the price-line basis; a line under \$10, and a line under \$20, for instance. They have especially been noted for their failure to offer really discriminative quality descriptions as between various grades and types of mattresses; describing a \$9.98 mattress with almost the same glowing adjectives as the mattress selling for four times that price; whereas of course the mattress under \$10 cannot be anything else but a miserable makeshift. The inevitable effect of such a situation, since the bulk of housewives had no information on mattresses, no education in standard of quality in relation to price, was to push most mattress selling down to a common miasmic swamp of consumer lack of satisfaction, false claim, and failure of housewives to consider a really good mattress worth its necessary price.

The Simmons Beautyrest mattress has cut a significant path across this swamp. Selling a \$39 mattress, it has competed directly with the \$9.98, \$16.98 and \$29.98 mattress and won its way—selling even to the ordinary housewife who you would swear couldn't afford it. A survey made in one city showed, I am told, that only 11 per cent of sales of Beautyrest

THE INDIANAPOLIS RADIUS...

always a profitable market

Because its income, derived from widely diversified sources, is unusually stable

Because its homogeneous people, 92% native American, require no complicated selling plans

Because its perfect transportation facilities speed the economical distribution and sale of advertised merchandise

Because ONE habitually productive newspaper, The News, delivers entirely adequate coverage of the market, holds advertising costs to a profitable minimum, and does the complete selling job
ALONE!

THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York:
Dan A. Carroll
110 E. 42nd Street

Chicago:
J. E. Lutz
180 N. Michigan Ave.

were to the executive-professional classes, while 58 per cent went to *wage-earners*; the remainder to white collar classes, institutions, etc. The selected wage-earner housewife, as those closest to consumers know, is by all odds the most knowing woman consumer we have. She takes her job seriously; something women higher up don't always do. She is a real quality buyer in many lines.

Still Fighting on the Old Price-Line

The large retailers still push away at the \$9.98 mattress, fighting along the old price-line front even when they have evidence of the interest of consumers in the higher price quality article. The stores do this either because of sheer lack of analysis, or too much of it; the latter result being arrived at when they work it out to their statistical satisfaction that they can make more money selling the \$9.98 mattress, or that the consumer doesn't want quality mattresses.

One of the things which confuse business men about the consumer is the matter of *seeming paradox*. They see women interested, at one and the same time, in quality goods and also in low price. They forget that women respond both to trading up and to trading down; it all depends upon the article and the reasons and psychology lying behind.

Let us take for example the recent cut in price by Colgate-Palmolive-Peet on Palmolive soap to 5 cents; one of the wisest moves to be discerned on the merchandising horizon today, in my opinion. Here is a company cutting price on an established article in the face of rising wage and material costs. The consumer is made especially grateful in the face of contrasting rises in consumer goods generally. But the thing is precisely "in the tradition" of the top class of quality trade-mark advertisers. Procter & Gamble have for many decades used this principle, even in developing a new product like White Naphtha; the huge market they enjoy in this

article having been created by a low price from the very start, even though the article was on the red side of the ledger for a time.

Henry Ford recently showed himself still the master of this technique when he refused to raise prices, as did other motor car manufacturers, and said, "*when prices go up business goes down.*" He also intimated that the *financial*, rather than the *commodity* point of view ruled too many manufacturers. Now, if you substitute *consumer* for *commodity*, you have what doubtless Ford really meant; and yet this consumer point of view I am stressing is really a matter of *financial economics*. It is deeply vital to Mrs. Consumer, for it is the crux of the problem of the American standard of living.

Wise consumer statesmanship of the truly modern type, it seems to me, will much more frequently express itself in this manner in the future. We may see ominous reflections of it in the significant plans for selling electrical appliances in the Tennessee Valley under the new TVA administration; the plan being to sell electric ranges, etc., of good quality at low prices, even if radical new models, even new factories, must be designed to produce the goods. An extremely large volume business awaits the application of this plan, since it will make purchasers and users out of levels of consumers who would not otherwise come into the market.

The Importance of Consumer Service

We must have still more large-scale specialized manufacture of quality goods, distributed widely, policed and protected widely, and above all priced closely—so closely that (like White Naphtha or Campbell's soups) it carries its own near-immunity from effective competition, in the sheer service it renders. We consumers expressly like the large concern which plays fair with consumers in the matter of price, quality and consumer service and information. Ordinary business men do not seem to comprehend how enormously highly

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women rate the home economics and consumer contact service of such good concerns; the booklets, lectures, demonstrations, cook-books, correspondence service, etc., which they supply and which women use freely to bring their homes up to date.

This in my opinion will be enhanced rather than destroyed by the consumer and advertising controversies of recent date, if only both sides are heard. So far the ill-balanced critics and propagandists who are animated by hate of all "profit-makers" have had most to say. But the case for the fairly large number of home purveyors who are operating fully modern policies is very strong when viewed from where the plain housewife sits, and we may expect her to see it all the more clearly after the smoke of controversy lifts.

Another Welcome Trading Down Trend

Another of the trading down tendencies which is welcomed is the deflation of over-puffed, built-up merchandise; with a thin quality basis, or an easily and cheaply substitutable one. For instance, the Wildroot people are now putting out an antiseptic mouthwash powder for home dilution so that one may make a pint of it for a dime. Since this article has won *Good Housekeeping's* seal I presume it is a good mouthwash, and it will fill its particular niche very nicely; the niche of the family which really has no business (considering its budget) to spend 50 cents to \$1 for a bottle of mouthwash. The family which *can* afford to spend that much should not be sneered at for preferring a particular kind and paying a premium above actual replaceable utility value; one might as well argue that women are foolish to pay a particular milliner a good premium above cost for the special touch which that milliner alone can provide. The right way to protect consumers in such matters is to give her plenty of choice.

Grave mistakes appear to be made (from the consumer point of view) by some firms today in

regard to quality and price. It appears to be quite too easy a decision to pass on to the consumer all (and sometimes more!) of the increased NRA costs. The big retail distributors, in their nervousness over new higher price lines, are evidencing the closeness of their "ear to the ground," because they see how the new higher prices are cutting consumption, and compelling some consumers to take lower quality. It *should* be the opportunity, however, of the quality manufacturers to re-adjust their plans so as to keep a solid grip upon consumers and not let them slip from quality, well-known trade-mark standards down to "price-line" private trade-mark goods built solely to meet the rigid price needs of consumers with narrow budgets. For instance, more than once I have noticed, in the last several years, in the bathrooms of acquaintances of mine of limited purse, toilet soaps *not* of standard brand like Palmolive, but more or less unknown soaps doubtless purchased at stores featuring the price-line merchandise. This was obviously because such friends had tried their best to cut household expenses and felt that 5 cents a cake was all they really needed to pay for a routine toilet soap. It was the handwriting on the wall for Palmolive, and it was read and heeded; that is the encouraging thing.

Such instances should be greatly multiplied. The demand appears to be for increased technical efficiency, reduced sales and distribution cost—sometimes for radical shift in design, model, processes of manufacture, etc.—but the progression should never be downward in quality and performance, even though it may be a simplification or other lesser change. That way lies a break by the quality manufacturers with the very tradition which has made them solid with consumers. The damage—if we have now a degeneration in recognized quality standards in order merely to maintain price lines—will take decades to repair, because it strikes at the root of confidence and stability.



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3 performances DAILY

A word to the wise is **ADVERTISE**

Has wealth any direct bearing on the consumption of food? Not particularly. The richest woman in Chicago buys, comparatively speaking, very little more food than Mary Morton.

If the Mortons were millionaires they wouldn't drink any more coffee than they do now. Or consume twice as many vegetables. True, they might buy imported pate instead of domestic goose liver. But you, Mr. Manufacturer, are not particularly interested in pate; you're interested in the sale of soup, or mayonnaise, or any one of a hundred other staples.

Your business comes from the typical **AMERICAN** family—from the Mortons, who eat three times every day. Obviously, your most profitable market is the one which contains the largest number of families like the Mortons.

In Chicago, that large, **ACTIVE** market is controlled exclusively by the American—450,000 younger-than-average families. But don't think these families address their daily bread with mouths open and eyes shut. They're much too modern to guess about food or anything. A word to the wise is—**ADVERTISE**.

CHICAGO AMERICAN

gives 450,000 families Buying Ideas

National Representatives: **Rodney E. Boone Organization**

Gaylord Heads S.N.P.A.

E. K. GAYLORD, of the Oklahoma City *Oklahoman Times*, was elected president of the Southern Newspaper Publishers Association at its annual convention held this week at Asheville, N. C. The convention, which opened with an attendance of more than 250 publishing executives, was the largest in the history of the association.

Many of the discussions were given over to code matters, including a talk by President George Berry, of the pressmen's union, whose position as NRA Administrator gave weight to his remarks. The opening session was presided over by J. L. Mapes, Beaumont, Tex., *Enterprise and Journal*, and retiring president.

Ted Deally, Dallas *News*, dis-

cussed "The Managing Editor as a Salesman." Captain E. Brown, advertising manager of the Memphis *Commercial Appeal*, spoke on "Advertising—Its Relation to a Paper's Other Departments."

Colonel Harry Ayers, Anniston *Star*, spoke on behalf of the small town dailies, and J. N. Heiskell, Arkansas *Gazette*, reviewed the subject of editorial functions.

Appreciation was expressed for the work of Cranston Williams, managing director, in connection with NRA code matters. J. G. Stahlman, of the Nashville *Banner*, and chairman of the S.N.P.A. board of directors, was presented with a silver service in recognition of his work for the publishers of the South.

Lillibridge, Adamson & Kitchen, New Advertising Business

Lillibridge, Adamson & Kitchen is a new advertising and public relations business organized with offices at 565 Fifth Avenue, New York. Associated in the new firm are Ray D. Lillibridge, Robert Adamson, Karl K. Kitchen and Stanley J. Quinn.

Mr. Lillibridge has been head of an advertising agency which he conducted under his own name for twenty-five years. Mr. Adamson at one time was Fire Commissioner of New York and president of the Petroleum Heat & Power Company. He is at present chairman of the Depreciation Fund Board of the Interborough Rapid Transit Company.

Mr. Kitchen has been active as a news correspondent, dramatic critic and columnist. He represents Douglas Fairbanks in America. Mr. Quinn for nine years was director of public relations for the Electric Bond & Share Company. He is a former executive auditor of the State of New York.

Fennelly with Trade Group

Philip Fennelly, formerly advertising agency executive in Seattle, has been appointed assistant manager of the Oregon Manufacturers' Association, Portland.

Reach Joins Four A's

Chas. Dallas Reach Advertising Agency, Newark, N. J., has been elected to membership in the American Association of Advertising Agencies.

Western Advertising Golfers Open Season

The Western Advertising Golfers Association opened its 1934 tournament series last week at Midlothian Country Club, near Chicago. H. W. Markward won low gross honors for the day. Second place went to Tom Heneage.

The first low net award was taken by F. W. Wood, Jr., with K. T. Sponsel, runner-up. Among the guests, Hunter Brown came off with the low gross prize and C. Shannon won low net.

Members of the first low gross foursome were J. W. Barton, Linn T. Piper, James B. Meigs and Hunter Brown. John W. Bannister, C. M. Freeman, C. H. Shattuck and H. W. Markward made up the second low gross quartet. For low net the foursome of S. R. Penfield, D. H. Fay, G. J. Elliff and K. T. Sponsel had the best score. Runners-up were H. G. Schuster, H. A. Koehler, L. M. Bishop and W. M. McNamee.

"Needlecraft" Appoints Chapeck

Richard C. Chapeck has been appointed Western manager of *Needlecraft, The Home Arts Magazine*. For the last fifteen years he has been with the Chicago office of *McCall's*. In line with this appointment, *Needlecraft* is opening its own Chicago office in the Bell Building, 307 N. Michigan Avenue.

New Mining Publication

Northwest Mining, a new monthly devoted to mining in the Northwest region, has been started by the Northwest Mining Association. Headquarters are at 312 Lindelle Block, Spokane.

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We Moved Lake Placid TO OUR EIGHTH FLOOR

IT took a photographer with the ingenuity of a stage director to materialize in our Lakeside Press studio, here in Chicago, the Adirondack hillside pictured on the next page.

It took something else too . . . a color camera that could record living, unposed action in a single, split-second click of the shutter . . . a color camera with the SPEED to catch the quick flash of a smile, the natural swing of a gesture.

Just as that camera could take this toboggan scene of fleeting action, *so it can photograph any other thing that changes from instant to instant.* It will reproduce with full value of detail and color such fugitive things as the fresh undimmed sheen of a new-sliced tomato; golden bubbles rising in a wine glass; the fluffy lightness of a soufflé (before it has a chance to fall!); sparkling water splashing into a bowl . . .

In fact, R. R. Donnelley & Sons Company offers to advertisers and advertising agencies the ability to create ACTION color photographs that will sell almost any product.



This Action Illustration was photographed color photo

THE LAKESIDE PRESS



aphed color photography from living models), engraved and printed at

S. Donnelley & Sons Co., Chicago

THE FINEST PHOTOGRAPH

Is No Better Than Its Reproduction

IN addition to the ability to produce with our new cameras color photographs with all the interest of ACTION caught at full stride, we offer engraving and printing skill that assures to each printed piece the full color and sharp brilliance of the original picture.

Engravings of this quality are available to advertisers and agencies, either to be printed by us or *to be sent to magazines or other printers.*

We have every facility to produce from start to finish printing orders of every size and by the most suitable process. You can delegate your printing to us with full assurance that it will be well and intelligently produced, at reasonable cost, and delivered as promised. We *welcome* the burden of undivided responsibility.

THE LAKESIDE PRESS

R. R. Donnelley & Sons Co.

350 East Twenty-second Street, Chicago · Eastern Sales Office

305 East Forty-fifth Street, New York

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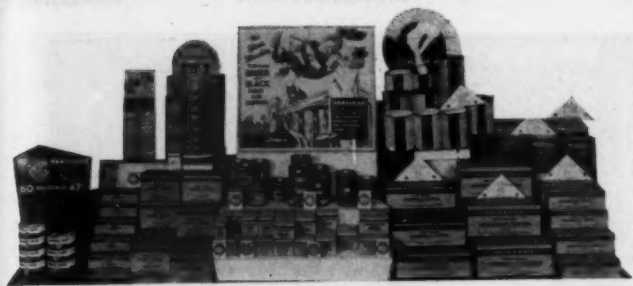
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Encore

Success of Nationally Advertised Event Prompts Bauer & Black to Sponsor a Second One

THE "nationally advertised sale" of first-aid supplies which Bauer & Black staged earlier this year in connection with National First Aid Week, resulted in a considerable success for all concerned. The company is now preparing an encore—a term which may be used advisedly in view of the many letters from dealers requesting a repeat performance—in the form of a second such event, scheduled for June 25-30.

Summer fun with safety is the theme of the encore sale, which is to be conducted on a more extensive basis than its predecessor. The appeal sums up this way: "The good old summer time is here, with its call to the golf courses, tennis courts, baseball diamonds, woods and streams—but don't let an insignificant injury spoil this fun because you weren't first-aid prepared."

Built around the timeliness of this consumer theme is a promotion whose fundamental purpose is to effect a comprehensive counter and window display job on the complete line of first-aid products, according to Arthur Tatham, advertising manager. The nationally advertised sale idea as employed by Bauer & Black is a way of organizing point-of-sale showings on a concentrated, nation-wide basis.

"We know that when a dealer gets the merchandise prominently out in the window and piles it up

on the counter, his sales go up in a marked degree," says Mr. Tatham. "At the same time we believe—and the experience of the first sale seems to verify the point—that the sales influence adds up to a larger total when a great many dealers are exhibiting such displays at the same time than when the showings are scattered over a longer period. The net impression on the consumer is increased by the concentrated volume of merchandise messages.

"Moreover, the whole idea fits in with the stock rotation idea that we have been advocating to dealers for some time. Investigations we made in a number of stores demonstrated that dealers tended to display a relatively small representation of their total stock, and much of that in the short profit items. And we have urged the dealer that over the year he schedule periodical displays for all departments of his business, governing the number of such showings by the sales importance of the merchandise concerned. Thus, with the national event we give him a well-timed incentive for carrying out this plan with respect to his first-aid department.

"The response to the nationally advertised sale on the part of dealers has exceeded our expectations. For the first one we would have been well satisfied if 7,000 dealers had co-operated. The result sur-



Illustrated with this article are Bauer & Black's counter and window display offered dealers who stock an assortment for the summer sale

passed this figure by nearly 100 per cent—over 13,000 tied in with the event.”

The plans for the summer sale call for full-page advertisements in two national weeklies, and it will also be announced over the Bauer & Black radio program on a thirty-eight station network. A special window display and a counter display have been designed for the occasion, these to be made available to all dealers who stock a reasonable assortment of the line for display and sales purposes.

In presenting its appeal of preparedness for vacation accidents, the advertising will sound a cheerful constructive note, rather than identifying the minor injuries attendant to summer outdoor life with the ambulance and the hearse. Major H. B. Crow, sales manager of the company, describes the copy

strategy in the following manner—and therein supplies some food for thought for the devotees of the scare school of copy:

“We are trying to get across in our advertising the idea that first aid is for happy, healthy people, and its purpose is to keep them healthy and happy. We do this largely by carrying out in our display pieces and in our advertising an amusing first-aid theme. Our illustrations show that someone is going to be injured in an amusing little accident, and that the injury won't be serious IF proper first aid is applied.

“We believe definitely that first aid should be taken out of the somber, sober, over-serious category and be given real human appeal. The success of our first advertised sale confirmed this conviction.”

♦ ♦ ♦

Whiskey Account to Gardner

Advertising of William Jamison Irish Whiskey of which the McKesson Spirits Company is distributor, has been placed with the New York office of the Gardner Advertising Company. A national campaign is planned.

Kellett Has New York Office

The Kellett Autogiro Corporation, Philadelphia, has opened a New York office in the Chanin Building for the sale of Kellett Sky Advertising. Howard B. Driscoll is New York manager of the Sky Ads division of the company.

Appoint Keystone Associates

Keystone Associates, Boston, have been appointed to handle the advertising of The Vita-Kist Company, of that city, and also of a New England company which is now being organized for distributing Dickie's Salad Dressing.

Plans Underwear Campaign

The Epstein Underwear Company, Inc., New York, Lorelei and Loretta brands, has inaugurated a national advertising campaign which will be handled by the Arthur Rosenberg Company, Inc., New York.

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Display Classifications

picked the Los Angeles Times over the second morning paper during the first four months of 1934.*

These classifications represent 85% of all the display space used in Los Angeles newspapers.

*Includes Department Stores, Wearing Apparel, Shoes, Food-stuffs and Markets, Furniture, Drugs and Toiletries, Automobile, Financial, Amusements, Sporting Goods, Travel and Transportation, Hotel and Resorts—every classification commonly regarded as indicative of all-around mass pulling power.

LOS ANGELES TIMES

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco, Calif.

Denounce Unethical Copy

Advertising Affiliation Members, in Annual Convention at Toronto, Lift Up Warning Finger

INDISCREET advertising copy came in for strong denunciation at the annual convention at Toronto last week, of the Advertising Affiliation. Members of the nine American and Canadian clubs which constitute the Affiliation heard P. K.

Heywood, president of the Toronto Sales and Advertising Club, which was host to the convention, and A. M. Miller, president of the Association of Canadian Advertisers, analyze the factors which have brought advertising under fire and forecast what the benefits of this criticism will be.

"There is no one in the business," said Mr. Heywood, "who is not fully aware of many unethical practices that are not only detrimental to the business of advertising, but an insult to the intelligence of any average man or woman."

Despite the handicap which the selfishness of a few imposes on the whole body of advertising, Mr. Heywood sees a new spirit taking form which is more and more becoming the guide post of advertising practice. He summed up this spirit in the theme of the convention thus:

"Advertising today, with the priceless ingredients of honor, integrity and truth, will most surely merit and actually produce a certain and profitable volume of sales tomorrow."

H. Napier Moore, editor of *Maclean's Magazine* and Dr. Stephen Leacock satirized some of the weaknesses in the copy with which some advertisers hope to gain good-will and confidence. Mr.

Moore, from the viewpoint of an editor, discussed the reasonableness and believability of copy by paraphrasing it in terms of manuscript submitted for editorial acceptance.

Mr. Miller, who also is director of advertising of the Chrysler Corporation of Canada, declared that the time has come for indelicate advertisers to hunt for caves in which to hide.

Pay day is coming for those advertisers who have stuck to the use of sound principles and who have avoided flagrant abuse of public faith, Mr. Miller said. The public is wise and its handwriting is on the wall in the form of the Copeland Bill which is up for consideration in Washington, and in the agitation now being pushed in Ottawa by the medical profession for parliamentary action on misuse of testimonials.

As further evidence he cited the editorial positions taken by *PRINTERS' INK* and *Marketing* and pointed out that this hammering on the subject by the trade press was all the more significant because such positions are usually not taken until after a movement has developed to a certain stage.

Walter Kiehn, account executive of J. J. Gibbons, Ltd., was elected Affiliation president. Robert F. Heywang, Pittsburgh, was elected first vice-president; Harold W. Donahue, London, second vice-president; Donald A. Thomas, Buffalo, secretary-treasurer, and Floyd M. Crawford, Buffalo, assistant secretary.

To the Buffalo club went the honor for the largest visiting delegation. The invitation of the Pittsburgh club to be host in 1935 was accepted.

P. D. Saylor, president of Canada Dry Ginger Ale, Inc., discussed in detail the methods used by his company to combat the depression. His speech is reported on page 59 of this issue.



Walter Kiehn,
Elected President

Dramatize It!

Borrow a Page from the Stage and Salesmen Will Stop, Look and Listen at Convention Time

By Kenilworth H. Mathus

Editor of Publications, The Connecticut Mutual Life Insurance Company

EVER have the problem, at conventions, of making the program as interesting to your superstars, as to the usual run of your salesmen?

Ever have any difficulty in starting each day's session exactly on time?

Ever been faced with the fact that the salesmen's attention wavers from time to time?

Ever wish your men would take the convention's lessons more to heart, and that they would carry home a more ringing message to those of their associates who couldn't attend?

Ever wish, along with all this serious side, that the business session itself could at the same time be made as enjoyable as the "unofficial" part of the convention program?

Then, no matter what your line of business, perhaps you will find

unanimous opinion that the program, built along theatrical lines, with salesmen as actors, was the best this company had ever been able to offer its 4,000 salesmen in its eighty-eight years of existence. And this, despite the fact that so-called "speechless conventions" had previously been put on the salesmen's bill-of-fare. While this year's convention was the company's first dramatic dish, it will not be the last, for appetites have been whetted and never again will it suffice to offer the dullness of speaker after speaker drearily talking in deadly monotone.

While the main part of the program itself was dramatic throughout, the meeting was further outstanding in that dramatic vehicles were used to show how the convention had been planned (in the past) and how its lessons could be drawn upon (in the future):

Carry Back Into the PAST — "Behind the Scenes In the Main Office"									Project Into the FUTURE — "Behind the Scenes At Home"		
		Playlet	Debate	Musical	Mock Trial	Demonstration	Soliloquy	Burlesque	Ridicule	Allegory	
		PRESENT TIME									

something you can adopt from the rather radically different sales convention recently staged at Hollywood, Florida, by our company. The principles underlying the make-up of the program will apply equally well to hardware, silks or foodstuffs.

Dramatization was the basis of the entire set-up, resulting in a

It would be difficult indeed to point to the one outstanding feature among all the dramatic tidbits offered to the salesmen at this meeting, but certain it is that the first playlet was a surefire hit, starting off the entire program with enthusiasm and interest running high. "Behind the Scenes in the Main Office" took the men back a

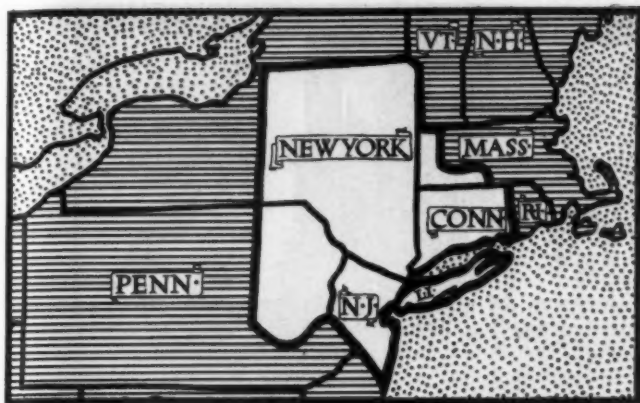
two ways

WITHIN 150 miles of New York City live 16,000,000 people—about 13% of the national population, affording 18% of all retail sales. The white area on the map shows the most concentrated market and highest concentration of buying power in the whole country.

There are two ways of reaching this market:

1) Use the **TEN** largest national magazines, reaching 1,850,000 families (*Cf. Dr. Starch*) in the area. The ten magazines will cost \$63,900 per page, of which only \$9,713 can be charged against this New York market and its environs. **OR:**

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- 2) Use the New York Sunday News, reaching 1,819,720 families in the area (and more than 2,000,000 families in the six states adjoining New York City). One time page cost—\$1,710!**

The Sunday News affords the equivalent of a leading national magazine circulation concentrated where population and buying power are most concentrated—at a milline cost about one-fourth or less of the magazine milline. There is a great advertising opportunity in this market and this medium—this year! Are you doing anything with it?

THE NEWS

New York's Picture Newspaper

220 EAST FORTY-SECOND STREET, NEW YORK CITY
Tribune Tower, Chicago + Kohl Building, San Francisco



Scenes like this, instead of speeches, enlivened the convention

few months, when the convention plans were being prepared. All of the executives of the sales and sales promotion department acted in this playlet, which faithfully re-enacted an actual conference held a few months previous back in Hartford.

This went over big, for several reasons; it meant that the Big Shots of the main office were taking their own medicine, in themselves acting in one of the playlets; it meant that the company took the salesmen into its confidence in showing how the meeting had been planned; and it meant that the first playlet would go over big, since every "actor" was natural and at ease, merely re-acting his own part in an actual conference that had previously taken place.

Then came the meat of the program, with short playlets, with from two to eleven people in the casts, on all sorts of phases of the selling process, prospecting, motivation, time control, organized sales talks, etc.

The close of the convention was as unusual as its beginning, and in some respects paralleled it, both in name and structure: "Behind the Scenes at Home," which showed a salesman just returned from the convention, explaining to two

others who did not qualify for the meeting, the good he got from the program and showing just how he was going to capitalize on the convention helps.

The dramatic, semi-theatrical atmosphere of the program appealed equally to the veteran salesman and the newest recruit; almost to a man everyone was on time, anxious not to miss the opening of the first playlet. Close attention was paid throughout the meeting, and if anyone started to whisper to his neighbor, dark glances and a chorus of "shushes" greeted him and abruptly reduced him to silence. Enthusiasm such as the company had never witnessed manifested itself during the entire meeting and during the months that followed.

Here are some points we learned from experience that may help:

1. Subjects for Dramatization
 - a. Prospecting
 - b. Approach
 - c. Interview
 - d. Closing
 - e. Objections
 - f. Motivation
 - g. Historical
 - h. Time Control and Records
 - i. Manufacture, Advantages and Uses of Product
 - j. Competition
2. Vehicles of Dramatization

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- a. Playlets
- b. Debates
- c. Mock Trials
- d. Musicales
- e. Allegories
- f. Demonstrations
- g. Soliloquies
- h. Burlesque
- i. Ridicule
- j. Wrong Way vs. Right Way
- k. Comedy Relief

3. Staging Dramatizations

a. *Scripts*, painstakingly prepared by company men or outsiders, should be sent to carefully selected casts in various cities, with instructions for *memorizing* only, paying no attention to the "action" until later

b. *Coaching*, preferably by an outsider, will bring the touch of "authority" and the dramatic viewpoint, and will put the action on a

finished and not an amateur basis.

c. *Rehearsing*, we found, can best be done in advance of the convention by routing the dramatic coach among various branch offices for a few days direction in each, followed by dress rehearsals just prior to the convention.

4. Showmanship

a. Emphasis on the visual

b. Stage "effects"

c. Create theatrical atmosphere as much as possible through programs, stage settings, etc.

d. Utilize the surprise element

So much may be done with dramatizations at sales meetings, and its possibilities for any type of business are so unlimited, that I believe, once you have tried it in place of boring speeches and "papers," you, like us, will never be content to go back to the old method.



Crowell Elects Officers

At a meeting of the board of directors of the Crowell Publishing Company and the P. F. Collier & Son Company, Lee W. Maxwell, president, was elected chairman of the board, succeeding the late George H. Hazen. Thomas H. Beck was elected president and Albert E. Winger executive vice-president and treasurer.

Elected vice-presidents were Gertrude B. Lane, John S. Brehm, Frank Braucher, Charles J. Bevan, and William P. Larkin. Alfred D. Mayo was elected secretary.

A special executive committee of four was elected as follows: Mr. Maxwell, chairman, Mr. Beck, Mr. Winger and Joseph P. Knapp.



Heads Old Colony Club

Thomas Canan has been elected president of the Old Colony Advertising Club, Brockton, Mass. Other officers elected are: Wilbur D. Longden, first vice-president; Arthur D. Knight, second vice-president; G. Preston Briggs, secretary, and Albert Howard, treasurer.



Has Rising Paper Account

The Rising Paper Company, Housatonic, Mass., fine printing papers and Rising papers for business use, has appointed Badger and Browning & Hersey, Inc., New York agency, to handle its account.



Feldon with "Liberty"

R. A. Feldon, formerly Western advertising manager of *Business Week*, has joined the Eastern sales staff of *Liberty*.

Marketing New Orange Sauterne

Franklin Baker, Jr., former president of the Franklin Baker Company and at present a director of the General Foods Corporation, has become head of the Baker Products Company, which has established a winery at Orlando, Fla., for the production of Chevrone D'Or, a new Orange Sauterne which is now being marketed throughout the country. The product is being distributed by a separate unit, the Baker Wines and Spirits Corporation, which is headed by Elbridge Adams as president. Directors include Charles A. Blackwell, Ralph C. Coburn, Mr. Baker and Mr. Adams.



Gould Joins Goulston

Harry S. Gould has been appointed an account executive of The Goulston Company, Inc., Boston agency. For fifteen years he was in the publishers' representative business with the Julius Mathews Agency and Paul Block Associates. For the last six years he has been in the electric appliance industry.



Has Insurance Account

The American Aid Society, life insurance, Willow Hill, Ill., has appointed The Curtis W. Van De Mark Advertising Agency, Cincinnati, to direct its advertising.



Atkins Advances Norvell

Edward S. Norvell, who has been with E. C. Atkins & Company, Inc., Indianapolis, saws and saw tools, has been transferred to New York where he will be in charge of Eastern territory.

Anybody who still thinks of this business as "the advertising game" has our permission to leave the room. For we are going to talk about the biology of agencies, which is not a fit subject for the ears of those who think the stork brings fat accounts to good little copywriters.

AN AGENCY'S BEST CO

There are only so many advertising accounts. Some new ones are born every year, even in bad years, but some old ones drop off every year, even in good years. Since 1924, as a matter of fact, the death rate has exceeded the birth rate. And although total expenditures increased right up to 1930, when so many pretty trends were twisted, the prizes—if richer—have been fewer.

According to the actuarial Mr. Fehlman, in *Advertising & Selling*, the largest hundred advertisers lived with their agencies an average of forty-two months (yes, 42 months). This, mind you, in the palmiest days of the advertising business, the lush decade from 1920 to 1930.

The late lean years have contributed some sadder statistics of their own, figures as yet uncollected on diminishing appropriations, killed and wounded accounts, and agency changes so swift and frequent that their painful memory still lingers. Maybe we shouldn't have mentioned it.

With fewer accounts and quicker shifts, agencies are discovering that their most important account is their own, that they have an advertising and merchandising job to do for themselves as big as anything in the shop.

It is not enough to lunch with advertising managers and golf with prospective v. p.'s. Of course, advertising managers are important; but at least equally important are the men who pay the advertising managers' salaries.

For advertising agencies are not "bought" by advertising men. They are recommended or blackballed by men who may not know a thing about advertising, but who event-

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usually make or break the agency tie-up, determine the appropriation, and even argue about copy.

These chairmen and presidents, vice presidents and directors, are hard men to contact. Not just that they are hard to see, but that they are not always known. Many an agency battle has been won or lost in the directors' room because the banker in the case (and there is almost always a banker in the case) used his influence.

Yet these important men can be reached with advertising like anyone else. Advertising agencies have been accused of letting their own children go barefoot, but this is not quite fair to the agencies. Until Business Week came along, there was no way to reach *economically* the influential, *active* men who control American business, including the advertising business.

For agencies which want to look after the present and do something about the future, Business Week offers the place to do the necessary advertising job at a reasonable cost, with a coverage of the big, active accounts in print and on the air, the big banks, the leading industrial and commercial enterprises, that is impressive.

BUSINESS WEEK

Why Small Dealers Stay That Way

A Word in Behalf of the Much Maligned Advertiser

By John V. Brew

Of Pedlar & Ryan, Inc.

MR. WILDER and Mr. Chicago Research Man seem to have plenty of restraint available when thinking of the small dealer and his objections to advertised products.*

Well, I have no restraint whatever in thinking about these two gentlemen and the object of their concern—the small dealer. My experience with small dealers is not limited to one city. I have observed the small dealer in the Carolinas who spits at the stove for ten minutes before he acknowledges your presence, and I have tried to drape myself around the meat chopper in Broadway delicatessens to get out of the way of the dealer and one customer. I have also stretched out flat on the counter with Mississippi dealers the better to talk to them and I know something about the sturdy characters of the Southwest.

And here's where the restraint ends:

Mr. Chicago Research Man doesn't pretend to know much about the status and problems of advertised brands and evidently he doesn't know much about the status and problems of small dealers. For one of the reasons why Mr. Small Dealer continues to be a small dealer is his incessant practice of substitution. Ask your wife!

And now let's get straight on this matter of objections to display material and aversion to tying up with national promotions.

1. The ashcan industry, with a little research, could probably prove a direct line relationship

between the dealers who fill the ashcans with display material and the dealers who go to the ashcan themselves with startling regularity every year!

For the fact remains that thousands of dealers (who avoid the ashcan) use tested plans and displays with good results. The success of new store layout in grocery stores and open shelf display in drug stores demonstrates whether or not women like to get at the merchandise they buy and to know beforehand what it costs.

The small dealer has always pulled all the stops on "his influence with his customers" and he always will. He is always the last to go with the prevailing trend and he always will be. He may have a lot of influence with his customers, but mortality statistics certainly prove it isn't in the grocery business! He doesn't realize it, but he is a perfect example of the strong-willed motorist who died maintaining his right-of-way!

Just Sheer Cussedness

2. I grant the objection to display material that is too big or unattractive. There is no excuse for this, but too often the reason is advanced in place of the real reason—sheer cussedness.

The fact that the dealer objects to using shelf stock for display, or doesn't like the company, is a simple hurdle for the salesman who is interested in making the dealer a more efficient outlet.

"After all, whose merchandise is it? Who bought it and who paid for it? Are the women who come into your store interested in whether or not you like the XYZ Company? They want groceries

* "Small Dealer Real Hope of Advertised Brands," by Alvin E. Wilder, *PRINTERS' INK*, March 8, page 7; "Wilder and More of It," by a Chicago Research Man, April 12 issue, page 25.

and you want to sell them. If you won't sell them, Joe Zilch around the corner will."

Probably 50 per cent of the dealers who go to the ashcan yearly are represented by dealers who think as follows:

"I don't care what the company is going to do in Little Rock. I sell what I want to and the goods can rot on the shelf before I'll let you display them!"

This may be the spirit of the entrepreneur speaking but certainly a very stupid one. Ask any association secretary who is breaking his back trying to keep his dealers in business—to make them more efficient merchants—ask him what his biggest problem is. You'd be surprised!

* * *

I sympathize with Mr. Chicago Research Man who had so much trouble trying to convince small dealers that the advertising cost on a can of soup was less than one-fourth of a cent a can.

It would break Mr. C. R. M.'s heart to know the number of dealers who do not know what they pay per unit for many items in their stock, who do not know what the jobber charges them, and who do not know what per cent of profit they are making on many specific items.

It would give C. R. M. hardening of the arteries to know the number of dealers who are ignorant of price reductions amounting to 50 per cent, in some cases, on items in popular demand. Mr. Zilch around the corner, who put up a display six months ago at the new low price, has taken his business on these items and he doesn't even know he is out of line!

On this subject we will use a little restraint and merely note the fact that there is a strong word applicable to the dealer whose stock is protected on a price decline and who refuses to pass the decline along to his customers. Do women notice these things and does the practice have an effect on Mr. Dealer's business—again ask your wife!

* * *

We cannot let the statement

about the boss and his mahogany desk ride. The boss knows enough about what is going on in the stores today to know that a salesman who cannot distinguish the "crack-pots" from the run-of-the-mine dealers needs investigating himself!

No, in fairness, we can't let the boss be libelled so grievously. I have been in three dozen sales offices of a national manufacturer scattered over the United States and Canada. The boss in each office keeps a wall calendar with the days spent in the field crossed out. I have never seen one that didn't look like a three-quarter sun eclipse.

As if this weren't enough, does C. R. M. imagine that advertising today is a copy writer's dream? Does he have any idea at all about the weeks and months spent by the agency members in study, testing and traveling in drug and grocery stores? Just to keep the record straight, here's one who clerked in a grocery store and who now spends the major portion of his time in grocery stores.

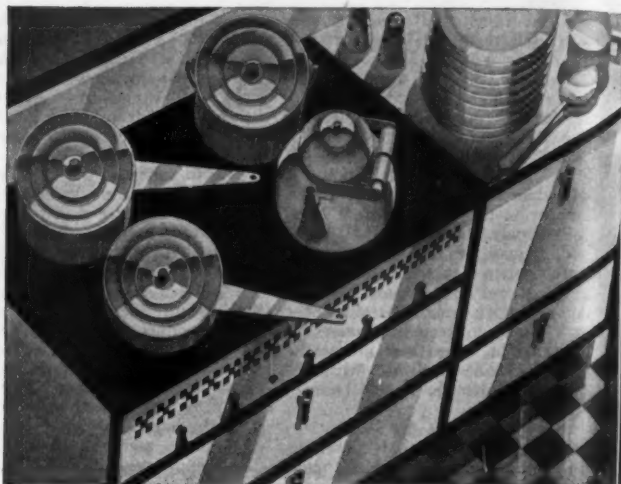
* * *

Finally, let's get at the old question of what the dealer thinks of advertising. Perhaps we'd better reverse the present procedure and direct the copy to dealers instead of consumers.

But, no, let's be kind and say that what the average small dealer *does not* know about advertising would fill several five-foot shelves. The dealer may be weary of the Bad Odor campaign but his cash register isn't. He may get no lift out of "Be Beautiful—Be More Beautiful" themes but that's what drives the women in.

There are too many amateur Sampsons in business today who push and push and push and finally push their businesses on their own heads.

What we need today is a little serious thought on the causes of the high mortality among small dealers, and a little more credit to the manufacturers, associations and jobbers who are working honestly and diligently to keep these dealers in business and to make them better merchants.



Home on the range

No wonder Philadelphia is a great food market, when it has thousands more *single-family homes* than any other city in America; when four out of every five families live in individual homes.

For there is small temptation to eating out, when dinner is home on the range. More homes mean more housewives planning three meals a day . . . studying food advertising . . . buying advertised brands.

The proof is written in lineage figures: Philadelphia's home newspaper—The Evening Bulletin—carries more national food advertising, six days a week, than any other newspaper in America, daily and Sunday combined.

Philadelphia's home market offers a similar opportunity

THE PHILADELPHIA EVENING BULLETIN

ROBERT McLEAN, President

NEW YORK 247 PARK AVE.
© 1934, Bulletin Co.

CHICAGO 333 N. MICHIGAN AVE.

BOSTON 55 BOYLSTON ST.

The Phila
and food
combined.
classification

Philad
Chic
New
Detro
Los A
Cleve

Home

The Philad

home number

PHILA

NEW Y

LOS A

W

for any product that sells to the home. More homes, and more home cooking, mean a greater market for the new ranges, the refrigerators, the electric mixers—

More private homes mean more furniture and rugs, more curtains and draperies, more bathroom accessories, more laundries and heating plants, more porches, more painting and repairs.

The Evening Bulletin offers almost complete home coverage of this great market: 504,822 net paid daily during 1933. Two and one-half times the circulation of any other Philadelphia evening newspaper, more than all Philadelphia morning newspapers combined.

The Bulletin's growth has paralleled Philadelphia's growth . . . Its circulation reflects the reading interest of Philadelphia homes. Premiums or contests have never been used.

And its advertising cost, for thorough coverage of this greatest market of homes, is one of the lowest in America.

CHART DEPARTMENT

The Philadelphia Bulletin (daily only) carries more national lineage on grocery and food products than any other newspaper in America, daily and Sunday combined. The 1933 figures given below show the leading newspaper in this classification in each of the six largest cities:

Philadelphia Bulletin—daily only—	837,815 lines
Chicago News—daily only—	761,218 lines
New York World-Telegram—daily only—	743,527 lines
Detroit News—daily and Sunday—	730,713 lines
Los Angeles Examiner—daily and Sunday—	640,439 lines
Cleveland Press—daily only—	603,282 lines

Home Markets are Food Markets

The Philadelphia Bulletin leads all newspapers in national food lineage because it is the home newspaper of the greatest home market in America. Here are the figures on single-family homes in the six largest cities. (From U. S. Census, 1930.)

PHILADELPHIA	361,157	DETROIT	200,981
NEW YORK	294,037	CHICAGO	200,685
LOS ANGELES	282,382	CLEVELAND	100,684

PHILADELPHIA EVENING BULLETIN

WILLIAM L. McLEAN, Jr., Vice-President & Treasurer

BOSTON 85 BOYLSTON ST. DETROIT 321 LAFAYETTE BLVD. SAN FRANCISCO 5 THIRD ST.

Bankers Invite Loans Again

Another Sign of Recovery and a New Angle on Financial Advertising

By T. D. MacGregor

MacGregor & Woodrow, New York

OBEDIENT to the urgent suggestions of the Government, and especially those of Jesse H. Jones, of the Reconstruction Finance Corporation, certain banks of the country are now advertising their willingness to grant commercial loans on proper security. This seems only reasonable, since the Federal Government has injected several billions of dollars into banks and other financial institutions to help rehabilitate the country. Bank loans for constructive purposes certainly will help business at this time.

To be specific, the R. F. C., from February, 1932, to December 31, 1933, made loans of \$1,806,069,171 to 6,443 banks. Less than a third of this amount, or \$515,369,485.55 was to aid in the re-organization or liquidation of banks closed, or in the process of liquidation.

Rand McNally, publisher of the bankers directory, the "Blue Book," reports: "Not only have 16,223 individual banks made a splendid recovery since March, 1933, but they are responding to the need of the Government and business for financing the recovery of other business. Evidence of this is to be found in the figures now available for the first time in the first 1934 edition of the 'Blue Book.' These figures show that 19.4% of deposits is in Government bonds, 24.1% in 'other bonds,' and 52.3% is in loans."

There is talk now of the Government making direct loans to industry, but even if that is done, there will still be plenty of need for bank credit for the rank and



PLAIN FACTS ABOUT LOANS

Every loan we make must pass three tests:

- (1) Is the loan safe, in the judgment of the bank? The answer must be "yes."
- (2) Will the borrower, in the judgment of the bank, be able to live up to the arrangements made for repayment? The answer must be "yes."
- (3) Does the borrower appreciate the fact that it is depositors' money which is being loaned and it must

necessarily be secured the utmost protection? The answer must be "yes."

Under these conditions we have ample funds to lend, for loans are a part of our regular, everyday business.

As a conservative bank which has served commerce and industry for more than a generation, The Merchants National Bank has stood steadily by sound business through good times and bad. So we stand today.

MERCHANTS NATIONAL

BANK OF MOBILE

ALABAMA



FOR ALABAMA, ITS PORT - AND PROGRESS

Willing to lend—but the loan must pass three tests

file of business enterprises. That is one thing, at least, that banks will have to advertise.

And they are beginning to do it. The advertisement reproduced with this article is typical of those that are appearing throughout the country.

The Commercial National Bank and Trust Company, New York, advertises loans in this way: "Rising Volume—Signs on every hand indicate substantial progress. Business, no longer dor-

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mant, begins anew to assert its power. To progressive business, the Commercial National of New York is ready to lend money."

The Ohio National Bank, of Columbus, Ohio, advertises: "We desire, and are ready to aid commercial, industrial and individual recovery through SOUND LOANS—and have an ABUNDANCE of money for the purpose."

After outlining its loaning policies, the First National Bank in St. Louis concludes a newspaper advertisement thus: "On the basis of the sound banking practices outlined above, the First National Bank in St. Louis continues to make loans to the long list of patrons who have long enjoyed credit here, even through the most stringent days of the depression, and is in the same way ready to make new loans to present customers, or to new patrons who may wish to avail themselves of its banking service and loaning facilities."

A large trust company in New Jersey at the moment is all poised

to begin advertising again "Money to Loan on Bond and Mortgage." It is merely waiting for even a slight improvement in the real estate situation, which seems to be on the horizon now. A Connecticut banker tells me, "We have plenty of money for commercial loans, but those whose loans would be good don't seem to be in the market yet, but there are signs that 'it won't be long now.'"

Strength and safety were formerly the chief keynotes of bank advertising appeal. In this new day, those points will be relatively less important. With the bigger place that the Government is now occupying in the banking picture, customers are not going to worry so much about the safety of their funds on deposit in the banks. That will leave the banks free to develop more constructive customer relations, and to bring out their own personality and individuality. That is what a rapidly increasing number of banks are beginning to do.



Army Reserve Calls Smith

Captain George W. E. Smith, formerly advertising manager of the Fort Worth, Tex., *Press*, and since June, 1931, field investigator in Indiana for the Arnold Research Service, Inc., has been called to active duty as a U. S. Army reserve officer. He has been detailed to administrative duties with the President's Civilian Conservation Corps project and has reported to Fort Benjamin Harrison, Indiana.



Joins "Architectural Forum"

Otto G. Bernthal, who has been associated with construction work in Bay City, Mich., has joined the advertising staff of *Architectural Forum*. He will cover Michigan and Ohio, with headquarters in Cleveland.



Made Manager of WGST

David Brinkmoeller has been appointed general manager of Station WGST, Atlanta. He was assistant manager of WKRC, Cincinnati, for three years and has been identified with broadcasting for eight years.



C. P. Brady Leaves McCoy's

Curtis P. Brady, for the last ten years treasurer, director and general manager of McCoy's Laboratories, Inc., New York, has resigned.

Two for Phelps-Engel-Phelps

The Upper Peninsula Development Bureau, Marquette, Mich., is placing resort advertising in newspapers and outdoor magazines for June, July and August. Phelps-Engel-Phelps, Inc., Chicago advertising agency, has been appointed to handle this account.

The Hollywood Diet Corporation, Chicago, has also placed its account with Phelps-Engel-Phelps. Newspapers are being used.



Has Liquor Account

The advertising account of the K. Taylor Distilling Company, Frankfort, Ky., "Old John," "Kenner Taylor" and "Golden Bantam" whiskies, has been placed with the Elmer H. Doe Advertising Agency, Louisville, Ky. Newspapers are being used.



Purdum with Brisacher

W. W. Purdum has joined the copy department of the San Francisco office of Emil Brisacher and Staff. He formerly was a partner in the San Francisco agency of Smith & Purdum.



Acquires Patterson-Gibbs

Controlling interest in the Patterson Gibbs Company, Inc., Chicago, stock cut service, has been bought by Eugene de Lhorbe.

Tighter Check on Jobbers

NRA Refrigerator Code Hearing May Give All Manufacturers Power to Dictate Distribution Methods

PRINTERS' INK Bureau,
Washington, D. C.

MERCHANDISING methods through distributors and jobbers may be changed for all major industries as a result of the hearing by NRA Wednesday, May 16, on an amendment to the Commercial Refrigerator Code, and conducted by Deputy Administrator William Lawson. In effect, the amendment would limit the sale of products through distributors to those distributors who agree to abide by the code's sales provisions.

So far-reaching in its effect is the proposal that the entire matter will go before General Johnson for review before a final order is entered. If the amendment is granted, it will inaugurate one of the most sweeping changes in business practice in the jobbing field that has come through an action of NRA.

As spokesman for the Code Authority of the commercial refrigerator industry, Harry Sullivan said that the amendment would designate as a violation of the code the action of a manufacturer in selling through an agent, dealer or jobber except in accordance with the provisions of the code. Mr. Sullivan pointed out that the manufacturers are bound by their code to sell only on terms which require 10 per cent of the price with the order, 20 per cent on delivery, and the balance payable within a period of not more than twenty-four months.

He related instances where distributors are selling with nothing down at the time of the order or of delivery, and with the price covered by small notes which be-

come progressively larger, so that in the end the "ballooned out" notes makes ultimate payment impossible, and the mechanisms are repossessed and re-sold.

Furthermore, Mr. Sullivan claimed, manufacturers have found that selling through distributors who are not bound by a code affords a wide loophole for violating certain terms and provisions of the manufacturers' code and of obtaining an unfair advantage over competitors. He added that such evasions have grown to proportions to jeopardize the operation of the manufacturers' code.

This proposal is the first instance in which it has been suggested that code provisions which govern jobbers and distributors in selling a product to the ultimate consumer shall be identical with related terms or provisions in the manufacturers' code, or that manufacturers may exercise a scrutiny over the methods and practices of jobbers and dealers in disposing of their products to the public.

Under the general policy of NRA, it has been assumed that jobbers and distributors were free to devise such trade practices and methods as they deemed best suited to their business and came to agreement upon among themselves. But if approval is given to the proposed amendment to the Commercial Refrigerator Code, the door will be opened for manufacturers of an article to exercise a voice in the trade practices of distributors with whom they are doing business, and in substance, to practically dictate the general terms of the methods used by distributors in dealing with their customers.

With Ramsey Agency

Kenneth C. Smith, for fourteen years with the Matteson-Fogarty-Jordan Company, has become associated with the Chicago office of The L. W. Ramsey Company, Chicago agency.

Represents Foreign Stations

Stations TIEP and TIGP, both of San Jose, Costa Rica, and HC2JB, Guayaquil, Ecuador, have appointed the Conquest Alliance Company, Inc., New York, as their representative.

Bank Clearings consistently well ahead of last year.

Income from burley tobacco increased 50% over last year.

L & N Railroad shows net earnings of \$1,796,716 in 1933 as compared with a net loss of \$2,105,875 the year before.

Building activities show strong upward trend for first time since 1928.

Tobacco manufacturing plants showing greatest gains in history.

Retail business up 45% to 150%.

City concern awarded \$413,750 contract on New York Postoffice.

Louisville coast-to-coast trucking company doubled tonnage during past year.

KENTUCKIANA

The Greater Louisville market, one of the richest in the Middle West, includes practically all of Kentucky and a large portion of Southern Indiana.



QUANTITY *plus* QUALITY

KENTUCKY and Southern Indiana form one of the richest and most stable markets in the Middle West. This section, which consists of thriving industrial centers scattered throughout one of the most productive agricultural regions in the country, has reacted phenomenally to the Recovery Program, as indicated by

the facts above. The business increases that have been shown in this territory attest the responsiveness of the market, and advertisers have found that the sale of their products in this section can be most economically and effectively accomplished by concentrating their messages in the one medium which reaches into every corner of this vast, rich territory—

The Courier-Journal. THE LOUISVILLE TIMES.

Major Market Newspapers, Inc.—Audit Bureau of Circulations
Represented Nationally by The Branham Company

How a Shoe Manufacturer a Special Road to 750,000

Mr. Harold M. Florsheim, of the Florsheim Shoe Company, writes:

"We have used The American Legion Monthly consistently since 1921 and know that it has very effectively contributed its share in building the reputation that Florsheim Shoes enjoy today. This concentrated, clearly defined, man market is a very valuable one and responsive to well directed advertising."

Harold M. Florsheim

MANY other advertisers have had the same experience over a period of years. After all, it is based on a fundamental advertising rule — Send your message through that medium which will produce maximum results. The American Legion Monthly is the *only* magazine which can get under

the skin of these 750,000 men. It is *their* publication — written for them — and about them. They read it intensely. It is a part of their lives.

Are you passing up this valuable medium or are you one of the wise advertisers?

If you want to reach *directly* 750,000 men — and their families — whose average annual incomes are well above the national average — then send your message to them through the pages of The American Legion Monthly.

The advertising rate is low — \$1600 per page — or \$2.11 per page per thousand readers.

The American
★ **LEGION** ★
MONTHLY

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FLORS

Manufacturer Secured Production 5000 Men



White's Right this Summer

Wherever well-dressed men gather, you'll find all-over white shoes the predominating favorite . . . and men who prefer the smarter appearance and greater comfort of quality footwear, will choose Florsheims. Style shown . . . *The WILSHIRE*, MOST STYLES \$8.75 Some Styles \$10
\$6, in genuine White Buckskin, \$10.

The FLORSHEIM *Shoe*

FLORSHEIM SHOE COMPANY, Manufacturers, CHICAGO



"This list is my wilderness tonight. You must think I have nothing to do but pick papers like the JOURNAL of PORTLAND, OREGON"

The curtain could ring down on the day's work a lot earlier if there was a newspaper in every market with the outstanding leadership of THE JOURNAL of Portland, Oregon. But you're behind the scenes, Mr. Space-buyer, and you know there are only five other newspapers in all the country, in cities of equal size or larger, that win applause by fulfilling the highly desirable **Rule of Three**.

1 CIRCULATION LEADERSHIP

The daily Journal has the largest daily circulation in the Pacific Northwest. The only daily in this territory with over 100,000 circulation—it has 39% more city circulation than any other Portland daily.

+ 1 ADVERTISING LEADERSHIP

The daily Journal leads in retail lineage, general lineage, total paid lineage.

+ 1 LOWEST MILLINE RATE

The daily Journal has the lowest milline rate of any daily in the Pacific Northwest.



THE JOURNAL PORTLAND, OREGON

REYNOLDS-FITZGERALD, INC., NATIONAL REPRESENTATIVES
New York Chicago Detroit San Francisco Los Angeles H. R. Ferriss, Seattle

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"Business Success Is Gained During Depression"

Mr. Saylor went to the annual convention of the Advertising Affiliation at Toronto last week and told how Canada Dry Ginger Ale had weathered the late lamented depression and whipped it to a standstill. His presentation, which follows in part, is inspirational and helpful for many reasons. It is safe doctrine to observe during all kinds of business weather. For instance, how about his suggestion regarding the benefits of going up the road to meet trouble and taking it unawares?

By P. D. Saylor

President, Canada Dry Ginger Ale, Inc.

IN a phrase, our depression philosophy was this:

No matter what else happens we must "maintain our position" during the depression.

Our main obligation as trustees of our stockholders' interests was to do everything that could be done (even if current profits were reduced in the doing) to make sure that when the depression was over *their property would still exist* in as nearly as possible the same condition it enjoyed when the depression started. And I use this phrase "their property would still exist" to emphasize a fact which does not seem to me to have been sufficiently recognized in practice these last few years.

This fact is that in a business such as Canada Dry's (where a competitive trade-marked, packaged product is involved) the tangible property—inventory, real estate, buildings, and machinery, etc.—are minor assets of small value to the stockholders unless they are used actively in the production of goods—and that conversely the only property that is finally of beneficial interest to the stockholder is the capacity of the business to earn deserved profit from the public.

So, if capacity to earn be, as it is, dependent upon just one thing—continued public favor and patronage for your product—then obviously maintenance of your public

position during depression (even at the sacrifice of current profits) is finally and clearly the real responsibility of those of us who manage businesses.

We so completely embraced "maintenance of position" as our guiding depression principle that we coldly decided to make substantial temporary sacrifices, even including current profits, if necessary, to accomplish this main objective of "maintaining our position during the depression." We added one qualification to our pursuit of this principle which was that we must maintain liquid financial position and an adequate reserve of working capital.

You will perhaps be interested to know what we specifically did in the course of the last four years to put these beliefs into practice.

Prices Reduced: During the first year—1930—we continued to follow in essence our 1929 practices except to the extent that we doubly inspected every item of expense to make sure that we had overlooked no opportunities for genuine economy. By genuine economy I mean to exclude the saving of money in the wrong way and to recognize that mere reduction of expense is not necessarily an economic move.

We were contemplating a change in our price structure because even prior to the stock market crash we had recognized the growth of com-

petition and the ultimate need of giving the consumer lower prices to meet the trend toward improving value and lower prices by the competition our success had naturally attracted.

When in the fall of 1930 it became clear that the depression was not going to be of short duration we made our decision to change our prices and make sure that competition should not push us from our leadership position. Ours being a highly seasonal business it was decided to make the price change the following spring. Consequently just before the start of the beverage season we made a substantial reduction in our prices to the trade and of course to the consumer; the change for the consumer being one amounting, generally speaking, to 20 per cent since the regular advertised price was reduced from 20 cents per bottle to 16 cents per bottle (except in remote, high freight areas).

A Reimbursement Plan for Dealers

At the time of the price change and again having regard to maintenance of our competitive position we sought to increase our standing with wholesalers and retailers by a special plan known as a Reimbursement Plan, under which we compensated both wholesalers and retailers in merchandise for the inventory losses they sustained when we reduced our prices.

During the year 1931 we made several other position-maintaining moves in addition to the two main items of reducing prices and continuing advertising and sales efforts.

Quarts Introduced: We introduced a quart bottle of Canada Dry to the public. This was a substantial increase in value for the consumer who bought quarts instead of pints at 16 cents each or 32 cents for twenty-four ounces (in pint bottles) as against 25 cents for twenty-eight ounces in quart bottles.

Here again we sacrificed unit-profits but adhered to our proposal to maintain not only our competitive position but to foster con-

tinued consumption by increasing value and thus tend to maintain and even improve our position with the public.

Special Package Plan: Then also in 1931, looking ahead into the needs of 1932, and having a special eye to the probability that the public would tend to reduce its ginger ale consumption and that this lessened consumer demand in turn would affect the retailer's attitude toward display of all beverages and particularly toward floor and counter display of Canada Dry (hence diminishing for us the frequency and extent of visual suggestion to the consumer that he buy the goods) we pre-tested in the city of Chicago a merchandising feature designed to assist in overcoming these conditions. This test proved the idea to be successful and so it still continues to be used at regular periods. This idea or plan to which I refer is our so-called "Special Package Plan."

True, our plan calls for a reduction in price to the wholesaler and retailer at the time of the sale but whereas trade deals theoretically increase the unit profits to the wholesaler and retailer, we, under our plan, take the opposite tack and for the period of the sale reduce the unit profits for the wholesaler and retailer.

The increased volume for the period returns the dealer a larger total profit notwithstanding the reduced unit profit. The consequence is that under our plan the consumer, for a temporary period, gets a bargain value but does not learn to expect a continuation of this price, whereas under so-called trade deals the final result of the supposed larger unit profits to the trade is too frequently, in actual practice, vicious price-cutting and so finally drastic and continuing reduction of both unit and total profits of the wholesalers and retailers.

The year 1932 was a trying year. As you all recall, the depression really got into its stride that year.

But we held to our course and so proceeded with full advertising and sales effort and accompanied them with three major policy

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changes—each of which looked to the future as well as to the year 1932—and each of which involved the outlay of some new capital and new items of operating expense.

These three policy changes included the return bottle plan—direct delivery in Metropolitan New York and New England—and the building of a plant in California.

Purpose of the Returned Bottle Plan

The return bottle plan was designed both to maintain our competitive position and to broaden our market. It constituted a radical change in the basis of sale of Canada Dry to the American public. Theretofore we had always sold the consumer a package consisting of the bottle and its contents and had charged him a net price for the two. We departed from this method and adopted the so-called "return bottle program" under which the consumer pays for the contents only and leaves a deposit for the bottle—the deposit being refunded upon return of the bottle.

This change not only acted to protect us during this period of depression against switching by our customers to other brands through the sheer force of a wide difference in price, but it also acted to open up a much wider future market for us.

In California we continue of course to sell our product through the jobber to the retail trade. The same method is being practiced in the Mid-Atlantic and Mid-Western States since the introduction of our return bottle program. It is expected that we will continue indefinitely to operate through the jobber in these areas, since in these areas special trade conditions existing in New York and New England are not found and the distribution through the jobbers appears to be the best system for us to follow.

Again in 1932 as in 1931 we reduced such expenditures some but we continued to use advertising frequently—widely—and intensely. And we continued with a full sales force.

Our advertising that year involved the continued use of magazines and newspapers and saw the addition of radio.

Our 1932 sales of Canada Dry Ginger Ale in ounces decreased 25 per cent. Since sales for the beverage industry as a whole for 1932 as against 1931, declined 42 per cent, it is obvious that Canada Dry Ginger Ale sales moved against the industry trend and, as compared to competition, actually made a gain of 29 per cent. In other words, sales of Canada Dry Ginger Ale were 29 per cent greater than they would have been had Canada Dry sales declined at the rate of sales as the entire beverage industry declined.

Certainly that result can be regarded as a reliable indication that we had more than maintained our competitive position.

Business in the States did not turn noticeably upward in 1933—the year we shall most of us long recall as the year of the great headache. We in Canada felt that we were getting a double dose of trials and troubles. Not only did the bottom seem to drop out of all business in the winter of 1933 but we were facing another problem—namely, the coming of beer.

It was prophesied, as you will recall, that beer would sweep the country—that every man, woman and child would drink beer every day all day. Many there were who thought that ginger ale would practically cease to be drunk.

Preparing Sales Force for Beer Competition

We planned a very substantial advertising campaign for the spring months in newspapers and magazines—we held two big sales meetings in the East and the West—we prepared our own sales force for what was going to happen by analyzing the entire beer situation for them—telling them what to expect—and what we were going to do about it.

Then to make sure that we would be able to keep ginger ale in the picture in the dealer's stock and on the dealer's shelves and to keep ginger ale prominently displayed

"But it's VERY NICE



McCall's **STYLE & BEAUTY** for

{ BEAUTY AIDS • COSMETICS • PERFUMES
HOSIERY • UNDERWEAR • CLOTHES }

McCall's **HOMEMAKING** for

{ FOOD • DRUGS • ELECTRICAL EQUIPMENT
CHILDREN'S NEEDS • HOUSEFURNISHINGS }

McCall's **FICTION & NEWS** for

{ TRAVEL • CIGARETTES • CAMERAS
AUTOMOBILES • BOOKS • INSURANCE }

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ICE HAM, *lady*—

CERTAINLY it's very nice ham. No one denies it. Not even the lady herself. But anyone can see *this* is no time to tell her. She's not in the mood to listen.

Of course if you talk *the same subject* *she is thinking at the moment*—say face cream, or powder, or lipstick, for example—that's different. She *will* listen.

That is why the new McCall's has sorted its editorial contents according to the three basic moods of women—Romance, Her Home, Herself.

Now a food advertiser can tell his story when she is reading about food in McCall's **HOMEMAKING**. The cold cream manufacturer gets a better hearing when she is already thinking about beauty, clothes, and cosmetics—in McCall's **STYLE & BEAUTY**. And the romantic appeals, ways to pleasure and relaxation, will find her a ready listener when she is reading McCall's **FICTION & NEWS**.

The principle is not new. Department stores group like with like and sell it ensemble selling. It works.

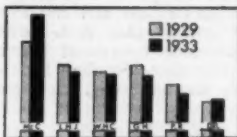
And as for results in the new McCall's, a constant flow of reports from keyed advertisements prove the increased value of McCall's advertising pages.

Rates are not increased. These savings are yours—when you use the new McCall's. McCall's Magazine, 230 Park Avenue, New York City.



McCALL'S PUBLISHED MORE recipes in 1933 than any other woman's magazine:

McCall's	272
Good Housekeeping	260
Woman's Home Companion	247
Pictorial Review	201
Ladies' Home Journal	140
Delimastor	85



SPEAKING OF NEWSSTAND SALES, the gray bars show the portion of the field each woman's magazine held in 1929. The black bars show their relative position in 1933. McCall's moves even further ahead.



OVER 10,000 DIMES were sent by McCall readers in answer to the offer of a certain advertiser. This record return from McCall's was the first in a field of twelve magazines—43% ahead of the next magazine!



TOILET GOODS ADVERTISERS used the following total columns of space in women's magazines the first five months of 1934:

McCall's	325
Woman's Home Companion	296
Ladies' Home Journal	292
Good Housekeeping	266
Delimastor	147
Pictorial Review	77

PERFUMES
CLOTHES

EQUIPMENT
FURNISHINGS

CAMERAS
INSURANCE

before people when they were present in stores so that Canada Dry would not slip out of the public consciousness, we added to our advertising efforts a so-called spring retail credit plan.

In essence the spring retail credit plan was this: We offered to sell our wholesalers say one or more carloads of ginger ale with the understanding that they would have to pay us for the goods in installments of one-third in forty-five days, one-third in sixty days and the final third in ninety days.

We then pointed out to our wholesalers that in their own future interests they should push hard on the sale of ginger ale since their interests were substantially the same as ours in the special conditions of the coming of beer and restricted retailer credits—that it behooved the wholesaler to extend special terms of credit to retailers for the retailer's seasonal stock of ginger ale.

Working Capital for Wholesaler and Retailer

We therefore proposed to the wholesaler that he sell special spring stocks to the retailer on terms just as we had sold him, the wholesaler, on terms. The proposed terms by the wholesaler to the retailer were these: The dealer would have to pay the wholesaler for one-third of his spring order in thirty days after receiving it—one-third in forty-five days—and the last third in sixty days. Thus you see Canada Dry was really supplying the working capital for both wholesaler and retailer.

Further our plan guaranteed wholesalers against a credit loss up to 2 per cent.

We of course saw to it that the retailer knew of the coming of the plan so that our jobber in turn knew that the retailer would be expecting this credit extension. And to answer the question some of you are probably asking yourselves: We had control over the making good on our credit guarantee to the wholesaler for he gave us proof that he had passed the credit terms on to his retailers. We accomplished this control in this way:

The credit guarantee applied only to orders taken by the wholesaler on special order blanks which we furnished him for his own salesmen's use. The jobber's salesmen wrote orders for this special spring credit plan on these Canada Dry order blanks giving the name and address of the dealer sold and sent copies of these orders to us. We had only to add up the total of the individual orders each jobber submitted from his retailers to know the total amount to which the jobber was entitled to credit losses.

We also added two other moves for the year's program.

First we again used the special package plan—this time all over the country—in the spring before the beverage season opened and in the fall after the beverage season theoretically closed.

Second we promoted on a country-wide basis (that is in our entire return bottle area) our new quart size Sparkling Water. This product had been tested in selected markets the preceding year starting in June. In 1933 Sparkling Water became a factor of appreciable sales with us and is, I may in passing mention, this year a source of substantial revenue. Within another year it will, we expect, become a principal item in our profits.

And so again we decided as we entered 1934 to stick to our guns—continue extensive advertising, strong sales effort and other aggressive moves for "maintaining our position." This we are doing.

While I have several times made mention of the possibility that we might have shown a greater profit during this four-year period by making greater reductions in advertising, by reducing our sales force, by refraining from some of the moves that we made to meet competition and set the stage for future expansion—I of course do not actually believe that we would have done so. I believe we would have been making theoretical budget savings which would have turned out to be actual expenses. Perhaps in any one year we might have shown better profits for that year but we would, I believe, have paid for it the next year.

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Copeland Bill Hits Snag

Reluctantly Considered by Senate, It is Amended, and Will Probably Go Over Till Next Session

SENATOR COPELAND, in the August United States Senate the other day, sought unanimous consent for the consideration of S. 2800—the more or less well-known substitute for the present Food and Drugs law.

He failed to get it. The Senate then took a vote on the proposition and it seemed to the presiding officer that the noes had it—in other words, that the bill should not come up for debate.

Whereupon Senator Copeland called for a division; and by a majority of two the Senate ordered that the bill after all should be considered. Then ensued several hours of discussion during which Senator Copeland spoke at length in behalf of his measure and declared most earnestly his wish that it should be enacted into law during the present session.

Even a casual reading of the debate as reported in the *Congressional Record*, however, would seem to make it fairly sure that S. 2800 has little, if any, chance of even coming to a vote until Congress meets again.

Progress was made even at that—if further amendments to an already much-amended bill can be called progress. Important changes were made to the sections applying to multiple seizures and responsibility for false advertising and labeling.

As amended, the bill now provides that Federal courts shall be empowered to issue injunctions against multiple condemnation and seizure proceedings. Such injunctions are to be dissolved, however, when a Federal attorney presents in court "certified judgment of

condemnation in a seizure case against such product."

In the advertising section the requirement which provides that the labels on drugs shall indicate "how palliation is effected" has been changed to "the nature of the palliative action."

Another amendment exempts publishers, radio broadcasters and advertising agencies from responsibility for the dissemination of false advertising. The amendment reads "The liability shall rest upon the manufacturer, packer, distributor or seller who caused the dissemination of such advertisement."

If a shipment goes out of a State in order to reach another point in that State, it is not deemed to have entered Interstate Commerce as was provided in former versions of the bill.

Senator Copeland stated to his fellow Senators with the utmost earnestness that he had called up the bill not merely to have something to talk about but to make an energetic effort to secure passage at the present session.

That he will probably not realize his ambition is due to the rush of other things which, in the eyes of the Administration, seem more important.

President Roosevelt seems to believe that the country can struggle along under the present Food and Drugs Act for a few more months. Anyway, he is anxious to send Congress home. And who, regardless of his feelings for or against the Copeland Bill, will take the responsibility of saying that sending Congress home almost at any cost would not be a good thing for the country?



Represents Belfast Paper

The Northern Whig and Belfast Post, Belfast, Ireland, has appointed Bromberg & Associates, New York, as its advertising representative in the United States.

Has Electrical Account

The Continental Electric Company, St. Charles, Ill., has appointed Brinckerhoff, Inc., Chicago agency, to handle its account. Business, technical and mail-order publications are being used.

5,397,157

FAMILIES

IT takes millions of families to consume the millions of units produced by the volume manufacturers of automobiles, automotive accessories, foods, wearing apparel, household appliances, soap, cosmetics and tobacco.

And the publication through which to reach the largest number of families at one time is *The American Weekly* which, for the six months' period ended March 31, 1934, had an average weekly circulation of 5,397,157.

That is more than double the circulation of this publication's nearest competitor in the national magazine field.

And that tremendous circulation is concentrated in the richest buying areas of the nation, the prime markets that the Number One magazine on your advertising list.

Biggest Circulation in the World

Brown & Williamson Corporation is happy because a 400-line advertisement in *The American Weekly*, last August, which featured a fifty cent combination offer of Kool Cigarettes and a container, brought more than 11,000 replies in three months.

Most important is the actual influence of *The American Weekly* in the selling of merchandise ranging in price from 10 and 15 cents to hundreds of dollars.

There is just one reason why more people read *The American Weekly* than any other magazine; just one reason why advertising in *The American Weekly* makes more sales. That is because it is *the most interesting magazine in the world*.

No magazine on earth has such a wide and varied editorial content. In each and every issue there is something to in-

In each of 134 cities, it reaches one out of every two families in 125 more cities, 40 to 50% of the families in an additional 165 cities, 30 to 40%

publication's nearest competitor in the national magazine field.

And that tremendous circulation is concentrated in the richest buying areas of the nation, the prime markets that the Number One magazine on your advertising list.

Biggest Circulation in the World

If your advertising funds are limited, you should concentrate your advertising in this Mighty Magazine where you can reach the greatest possible number of buyers at the lowest possible advertising cost per family.

This biggest circulation in the world is also the most responsive circulation in the world and specific evidence is available to prove its consumer and dealer influence. A color page of the Andrew Jergens Company, featuring Woodbury's Creams, published January 21, brought 122,418 inquiries up to March 21, and three black and white advertisements totaling 634 lines brought in more than 60,000 coupons for the Royal Lace Paper Works, Inc.

advertising in *The American Weekly* makes more sales. That is because *it is the most interesting magazine in the world.*

No magazine on earth has such a wide and varied editorial content. In each and every issue there is something to in-

In each of 134 cities, it reaches one out of every two families
In 125 more cities, 40 to 50% of the families
In an additional 165 cities, 30 to 40%
In another 173 cities, 20 to 30%

... and, in addition, more than 1,900,000 families in thousands of other communities, large and small, regularly buy and read *The American Weekly*.

Where can you spend your advertising dollar more effectively?



Cock-A-Dooodle-Do

Advertising lineage in *The American Weekly* in May shows a substantial increase over May, 1933, and eleven manufacturers are using one or more color pages in May whose advertising did not appear in *The American Weekly* in color in 1933.

THE AMERICAN Great Circulation in the World WEEKLY

"The National Magazine with Local Influence"

Main Office: 959 Eighth Avenue, New York City

*Branch Office: PALMDALE BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 222 MONADOCK BLDG., SAN FRANCISCO
11-250 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARIETTA ST., ATLANTA . . . 1270 ARCADE BLDG., ST. LOUIS*

Ask New Copeland Hearing

PUBLISHERS of the Inland Daily Press Association, meeting at Chicago last week, adopted a resolution requesting further committee hearings on the pending Copeland pure food and drugs bill. A resolution declaring for "increasing vigilance" in protecting the principle of freedom of the press from "impairment from any source" was also adopted by the association.

In its Copeland Bill action the association recommends that there be further consideration of amendments proposed by the industries to be affected. Especial reference is made to these three points: (1) the definition of advertising; (2)

the definition of false advertising; and (3) the proposal for the appointment by the President of an administrative board of review to which an advertiser may appeal from any decision that he has violated the act.

The free press resolution was presented by Col. R. R. McCormick, publisher of the Chicago *Tribune* and chairman of the Inland's committee on the freedom of the press, who reviewed the fight to secure a free press provision in the newspaper code. While that crisis is past, he said, "I have no doubt it will return again and again, if not soon, then later."

Agha, President, Art Directors

AT its annual election of officers, the Art Directors Club of New York elected Dr. M. S. Agha, art director of the Condé Nast Publications, as president for 1934-35. Joseph B. Platt, art director, *Delineator*, was elected first vice-president; Charles T. Coiner, N. W. Ayer & Son, Inc., second vice-president; Harald Torgesen, secre-



Photo by Condé Nast

**Dr. M. S. Agha,
Elected President**

tary, and Joseph Chapin, *Scribners'*, treasurer. The executive committee is composed of Byron Musser, Byron Musser & Associates, and Gene Davis, Young & Rubicam, both of whom have been elected for two-year terms and H. B. Quinan, Crowell Publishing Company, and Nathaniel Pousette-Dart, both of whom have one year to serve.

Represents Holliday Group

The Holliday Publications, Montreal, have appointed William S. Akin, publishers' representative, Chicago, as Mid-Western advertising representative. The Holliday group includes *Canadian Milling & Grain Journal*, *The Quebec Contractor*, *Motor Book* and *The Leather Worker*.

New Accounts to Bott

The advertising of the following firms has been placed with the Bott Advertising Agency, Little Rock, Ark.: Dewody Manufacturing Company, Pine Bluff, Ark.; American Handle Company, Jonesboro, Ark., and the Kot-Kamper Company and the Apparatus Design Company, both of Little Rock.

Philadelphia Women Make Award

The Philadelphia Club of Advertising Women graduated a class of thirty-four women in its introductory course in advertising at a recent dinner held at the Poor Richard clubhouse. Eleanor H. Morrow was the winner of the two-year scholarship in the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club.

Bush Terminal Appoints Churchill-Hall

The Bush Terminal Company, New York, operating warehousing, manufacturing and distributing facilities, has appointed Churchill-Hall, Inc., New York, to direct its advertising.

ing

Land without Trade-Marks

How Russia of Today Looks to an American Advertising Man, as Revealed in "Red Thunder"

IT seems likely that many months will elapse—indeed, perhaps many years—before Roy S. Durstine will care, greatly, for caviar.

Mr. Durstine toured Russia, Germany, and Austria, devoting most of his time to the Soviet Union, and then wrote a book about what he saw and heard and ate and thought. He has called his book "Red Thunder." It's just out—published by Charles Scribner's Sons.

The caviar Mr. Durstine encountered, first, in a Moscow hotel.

"The waiters," he writes, "are worried old men in spotty white coats. They hurry futilely and as they put down the plates their hands are trembling. They make several trips before they remember all the spoons, knives and forks. They bring great heaps of caviar. But there isn't a lemon in Russia. The caviar is eaten as the sturgeons and the Soviets intended—unadorned with anything. By the fifth night, if not sooner, it is anathema."

There's zip in the pen of the vice-president and general manager of Batten, Barton, Durstine & Osborn. His book is neither treatise nor preachment. It's a story, written by an able reporter. In a "Guidepost" that takes the place of the ordinary—and ordinarily wordy—preface, the author explains:

"In other books must be found the answers to the vexing international questions on which the wisest men cannot agree.

"In this book are some of the answers to the questions which people have in mind when they ask:

"How do they look and act in Russia and Germany and Austria. What is it like over there?"

Well, for one thing, there's the

caviar. Heaps of it—and not a lemon in all the Russias. Regimentation covers even the condiments. Yet, here and there in his travels, this watchful American glimpses a gleam of Western light. For the caviar passage goes on:

"A cabbage soup follows. Then comes the meat course—veal chops, for instance, or beef, freshly killed and consequently tough. Potatoes, fried in animal fat, are on the same plate. So, thanks to the Goddess of Liberty, are good canned American beans with tomato sauce!"

It is as a reporter that Mr. Durstine describes his flight from Berlin to Moscow. As a reporter he sees the Red Army stage a show of power in the Red Square. As a reporter he sets down his "Moscow Miniatures," each an etching of Russian life as it is lived today. As a reporter, stirred to satire, he proves that in present-day Russia "there is no propaganda." As a reporter he sees the Germany of Hitler. As a reporter he interviews Austria's diminutive Dollfuss.

But as an advertising man, he writes the chapter in which he presents Russia as "a country without trade-marks." In the Soviets, advertising is limited to "plain, unvarnished, short statements about products which may be useful to Russian factories—such as dies or pumps or machines. No adjectives—merely specifications." The magazines are like American trade-paper directories or registers. No selling points, no favorable comment. But consumer advertising? There just isn't any such thing.

But, officially, Russia showed Mr. Durstine a "bread factory." As one who speaks a piece, a Rus-



Roy S. Durstine

sian guide extolled somewhat doubtful virtues of cleanliness. The author proceeds:

"Where do they wrap the loaves?" asked one of the visitors.

"Where do they do what?" asked the guide.

"Where is the protective wrapping of paper or Cellophane put on?"

"The loaves are not wrapped."

"Oh."

"If they carried no label, perhaps they were marked in some way for the protection of the consumer. So the next question was:

"Do they mark the loaves here in any way?"

"No. Why should they?"

"To show that they're baked in this lovely, clean factory."

"That's not necessary."

"Then how does anybody know who makes the bread?"

"They don't."

"Oh."

Russian stores, the American finds, are pretty terrible. But there is an exception—a Torgsin shop where Russian roubles are not good

and only foreign money can be used to buy. In the Torgsin shop are rows on rows of American-canned fruits and vegetables. In the Torgsin shop, Russians change their roubles into dollars at a sacrifice—and buy American goods.

With his mind on matters at home, Observer Durstine writes:

"No Soviet bureau of standards has put its mark of approval on these cans. No printed advertising of these products has been allowed to reach these people. But here, in far-off Russia, the word has spread that there is one thing which, though they cannot read, they can depend upon. For they look and then they buy with confidence. The thing they look for—and find—is the trade-mark which the American maker has put upon his product. It means more than any bureaucrat's approval. Perhaps it always will in America, too."

This latest Durstine book is good reading, not only for advertising men, but also for what its jacket calls "the normal citizen."

Representing KMBC

Dr. George E. Halley is now representing Station KMBC of Kansas City, in the Chicago area. His headquarters are with Group Broadcasters, Inc., Chicago. He formerly represented KMBC in Kansas City.

Advertises New Package

Newspapers are being used in a campaign being conducted by Nalley's, Inc., Tacoma, to introduce its new package of salad dressing. Milne & Company, Seattle agency, is directing this campaign.

New Accounts to Emery

The Canterbury Nurseries, Inc., Easton, Md., and the Potash Company of America have appointed The Emery Advertising Company, Inc., Baltimore, to handle their advertising.

With Kaufman Agency

Helen Stewart has joined the Henry J. Kaufman Advertising Agency, Washington, D. C., as supervisor of radio production. She formerly was with Station WFBR, Baltimore.

Gay Joins "Woman's World"

Rex Gay, formerly with the Condé Nast Publications and *Liberty*, has joined the Chicago staff of *Woman's World*.

Takes Over Radio Firm

Radio Release, Ltd., has taken over the activities of Radioscript Productions and has moved its executive offices to 1024 North Highland Avenue, Hollywood, Calif. Hal Huff is general manager.

Leaves Ballard & Ballard

G. M. Lewis has resigned as advertising director of the Ballard & Ballard Company, Louisville, Ky., Oven-Ready biscuits, wheat flour, etc. He was also a director of the company.

Heads Haire Copy Department

A. R. Nickel has joined the Haire Publishing Company, New York, as manager of its copy department. For nine years he was with the Campbell-Ewald Company.

Now the Guggenheim Agency

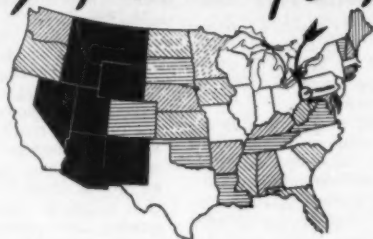
The Guggenheim-Transom Agency, San Francisco, following the withdrawal of Charles A. Transom, has changed its name to the Guggenheim Advertising Agency.

In Charge of Fisk Advertising

Walter E. Riggot has succeeded Howard C. Smith in charge of advertising at the Fisk Tire Company, Chicopee, Mass.

Sell PITTSBURGH

Mighty Market of Buyers!



Encircled in the map above is the fifty mile Pittsburgh trading area, comprising a population of 2,896,000. Greater than the population of any one of the shaded states . . . and greater than the total of the combined populations of states in black.

In this great market the Pittsburgh Sun-Telegraph enjoys almost fifty per cent of the patronage of the Pittsburgh Evening newspaper readers . . . And on Sunday—overwhelming circulation dominance of the entire trading area.

The Pittsburgh
SUN-TELEGRAPH

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES



Real Consumer Protection

Trade Associations Could Probably Extend It Better Than Anybody, and Why Don't They?

HEATING, PIPING AND AIR
CONDITIONING CONTRACTORS
NATIONAL ASSOCIATION
NEW YORK

Editor of PRINTERS' INK:

I have been very much interested in the article "This Consumer Revolt and How to Meet It" which appeared in the April 19, 1934 issue of *PRINTERS' INK*.

I am writing to you to express a considered opinion on how best to protect the consumer. To give you a clear understanding of my position may I remind you that for fifteen years I have been connected with the Heating, Piping and Air Conditioning Contractors National Association and that this association was one of the first to build up a program for protecting the consumer's interest, our Certified Heating Program.

I feel strongly that in this question of Consumer vs. Manufacturer the best and strongest protection of the consumer lies in the development of protective programs in the associations representing the last link in the chain of distribution, as in our industry the contracting link.

This is especially necessary in services to the consumer in which technical questions are involved.

The contractor member of our association, for instance, is vitally concerned in the welfare of the consumer because his success is entirely dependent on the good-will he can build in his neighborhood and that good-will can only result from a fair and proper consideration of his customer's welfare and interest.

Furthermore, his technical training in his craft enables him to protect his customer's interest properly—far better in fact than any board of consumers unacquainted with the industry could possibly do.

I am not in any way criticizing

the aims of those who would protect the consumer through the establishment of such boards as exist in the NRA and in the proposed county boards.

I have, however, through my observation of representatives at conferences in Washington, been forced to the conclusion that the best representation for the consumer would come from the contracting and retail branches of the various industries where the good-will of the consumer is recognized as such a valuable asset and where the technical information as to grades and performance is constantly available and is really an intimate working knowledge, rather than a few isolated facts acquired from a hurried review of the industries' problems made before a conference.

In some circles you may be told that the selfish interests of the retailer and the contractor will clash with the consumer interest. I believe the opposite is true. The selfish interests of the retailer and contractor require a constantly increasing good-will in the community and that good-will can only be built up through a recognition of the customer's best interest and through a competent service of that interest.

JOSEPH C. FITTS,
Secretary.

* * *

LAUNDRYOWNERS NATIONAL
ASSOCIATION
OF THE UNITED STATES AND
CANADA

JOLIET, ILLINOIS

Editor of PRINTERS' INK:

Unquestionably, the leadership in meeting the situation outlined in "This Consumer Revolt and How to Meet It" should be taken by the trade associations. Consumer advertising is vital in any well-rounded industry program. Unfortunately, many trade associations

have had to meet added burdens due to the complexities of the National Recovery Act, requiring extra heavy expenditures for legal and other services, reducing possibilities along constructive lines.

Some twenty years ago the Laundryowners National Association, realizing that it had an obligation to the consumer because of its intimate experience with textiles, undertook an educational campaign both in the textile industry and to the public. Since that time, we have unceasingly endeavored to educate the public to buy better quality material, and the textile manufacturers to pay closer

attention to the laundering qualities of the garments and fabrics which they produce.

We spent thousands and thousands of dollars in advertising to manufacturers and retailers on their obligations in the matter of launderability. This campaign has finally borne fruit in the "Laundry-tested and Approved" label, which was discussed in your publication last fall. I am happy to say that this plan is working out with great success, and is proving of significant benefit both to consumers and manufacturers.

L. A. PECK,
General Manager.

Chicago Women Elect

Aubyn Chinn, of the National Dairy Council, was elected president of the Women's Advertising Club of Chicago at its annual meeting last week. She succeeds Mary Coffey, Guenther-Bradford & Company.

Elected first vice-president, was E. Evelyn Grumbine, Rand, McNally & Company and second vice-president, Helene Poehlman, Barron G. Collier, Inc.

Other officers elected are: Recording secretary, Alice Thompson, Rogers Engraving Company; corresponding secretary, Treva Cooley, *Specialty Salesman*; historian, Sylvia Bloom, Chicago Motor Club; treasurer, Margaret Chase, Kier Letter Company.

New Accounts to Wagenseil

The following companies, all of Dayton, have appointed the Hugo Wagenseil Advertising Agency, of that city, to direct their advertising accounts: The Joyce-Cridland Company, hydraulic lifts and jacks; Durst Milling Company, "Silk Sifted" flour, and the Radio Products Company, radio service equipment.

With Bethlehem Steel

Marvin L. Phelps, formerly vice-president of The Merceready-Phelps Company, New York agency, has joined the advertising department of the Bethlehem Steel Company, Bethlehem, Pa.

Joins Buggeln & Smith

Kenneth C. Gunter, formerly in the advertising department of the American Radiator Company, has joined Buggeln & Smith, Inc., New York, as production manager.

Magazine for Dry Cleaners

Roth & Son Publishing Company, Chicago, has started publication of *The American Dry Cleaner*, a monthly. Melvin L. Roth is advertising manager.

Stensgaard Adds to Staff

Bradley Tyrrell, sales manager of the Bradley Knitting Company has joined W. L. Stensgaard & Associates, Inc., Chicago, sales planning and merchandise presentation, as contact executive from the Chicago office. B. C. Caulfield has become a contact executive to serve throughout Pennsylvania, with headquarters in Philadelphia. O. S. McCorsion, for the last six years with the sales department of B. Kuppenheimer Company, will fill a vacancy in the Chicago office made through the transfer of J. R. Clemens to the New England territory. Hugh W. Rivers has also joined Stensgaard as a sales representative.

New Art Studio

Ernest N. Bendelow, Donald J. Mills and Walter S. Oschman, all formerly of the Fred Mixen Studios, Chicago, have been joined by J. Francis Chase and James L. Proebating in the formation of a new commercial art business at that city. The new studio, under the name of Bendelow-Proebating & Associates, is located at 360 North Michigan Avenue.

Pacific Railways Appointment

William F. Fielder has been appointed manager of car card advertising for the Central district of the Pacific Railways Advertising Company. His headquarters are at San Francisco.

Baer & Bigler Add McCall

W. E. McCall has joined the copy staff of the Baer & Bigler Company, Cincinnati advertising agency. He formerly was with the copy department of the Procter & Collier Company.

Manages Cruver Sales

Charles C. Livingston has been appointed general sales manager of the Cruver Manufacturing Company, Chicago, advertising specialty service.

I'VE GOT A BITE...



NATIONAL ROAD
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Let's call it a day

Disciples of "Ike" Walton only begin to enjoy themselves to the fullest extent when the fish start biting. Call it a day then? Not much! ¶ Yet business men with far more reason to stick to their rods, have in summers past reeled in their lines, removed the bait and rowed to shelter while the fishing was still good. ¶ This summer it's going to be

different. The pick-up in buying throughout the country, like a freshening breeze on a dead sea, has put new vigor into the arteries of trade. Advertisers are putting on pressure—not taking it off. Specifically, as of May 1, 1934, billed business and actual orders on the NBC books for the summer and the rest of 1934 already exceed our total business for the whole year of 1933. Call it a day now? Not much!

THIS SUMMER
more than ever...

ADVERTISING GOING
to keep
BUSINESS COMING

A BROADCASTING COMPANY, INC.
NEW YORK • CHICAGO • SAN FRANCISCO

"Pay, or We Shoot!"

An Examination of Successful, Special-Purpose Form Letters in Credits and Collections

By Arthur H. Little

DEAR MR. ———:

"I am sorry to inform you that the Snow King Baking Powder Company has filed suit against you for a (month) item amounting to \$——; and it will be necessary for you to answer this suit and show cause for refusing to pay this claim."

I am sure that if you should receive such a notice, it would cause you anxiety. But that is just what will happen if you do not remit promptly the amount I have mentioned.

We have reminded you several times by letter and have even sent a telegram urging settlement; but as yet you have not given us even the courtesy of an explanation of the delay.

This is our last notice; and if your check is not received, the next letter will come from our attorney, notifying you that suit has been filed.

You can save yourself a lot of trouble and perhaps extra expense by remitting promptly. So we hope that you will permit us to continue our friendly relations by sending the check now and not allowing the matter to go to court.

Very truly yours . . .

Well, that's one way to do it. Generally, that letter works. It comes, incidentally, from the letter portfolio of an executive who does not use many stereotyped forms—the Snow King Baking Powder Company's secretary and treasurer, J. H. Sower. Mr. Sower explains:

"Generally speaking, we find it more effective to dictate special letters, depending upon the circumstances. We have a rather fine filing system, and all letters pertaining to a customer's account are available at the time we find it necessary to write a special letter. But, of course, we do have accounts that reach the point where a threat of suit becomes necessary."

It is Mr. Sower's suit-threat letter that I have quoted at the opening of this article in the series on credit-and-collection forms. Among letters of its kind, he says, he has found that it produces the best results.

Suit-threat letters constitute one of the classifications that I have reserved for consideration in this session. Although such a letter nearly always closes a collection-letter "campaign," its composition presents unique difficulties. Always, it must be firm; but usually its tone and its phraseology advisedly may leave open the door to future business.

Mindful, then, of its dual purpose, let us examine a few specimens. Here is one from the files of the Carpenter-Morton Company, of Boston. It is signed, incidentally, by the company's treasurer.

DEAR MR. ———:

Because you have ignored us in the matter of your account, our Collection Department is now prepared to instruct our attorney to institute suit.

Realizing the unpleasantness, expense, and possible embarrassment to you, and to provide you with further opportunity to avoid those consequences, I have asked that action be deferred until —— (date).

I hope that you will assist me in continuing our pleasant business relations by using the enclosed return envelope to mail, immediately, your check for \$——.

Here is one from the files of the Parker-Kalon Corporation:

GENTLEMEN:

During the last few months, we have written you five letters for payment of your long past-due account amounting to \$——.

You have paid no attention to any of these letters. You haven't ex-

tended the courtesy of telling us when you would be able to settle.

We hate to believe that you are trying to evade payment of this small obligation. But how can we come to any other conclusion if you let the account drag along, or make no explanation of your failure to pay it?

We feel we have waited long enough for this money; but we shall wait just one week more. Failing to receive your check within that time, or a letter indicating when you will remit, we shall hand the account to our attorney for collection.

We shall dislike to take this step; but only prompt action on your part will prevent it.

Here is one that goes out over the signature of the president of the Champion Hardware Company:

GENTLEMEN:

Do you want us to place in the hands of our lawyer your account of \$—, covering merchandise shipped to you?

We don't want to, because we don't like lawsuits with our customers,

BUT—

We have sent you our statements, have asked you repeatedly for our money, and now the account is months overdue! If you don't pay us willingly, what else is there for us to do?

IT'S UP TO YOU!

Are you, therefore, going to compel us to hand the matter to our attorney on (date), or will you have your check in our hands by (date)?

And here is a letter that, although it conveys a threat, opens with a touch of humor. This one is from the portfolio of Mitchell Brothers, Inc.:

DEAR MR. ———:

An anecdote is told about Benvenuto Cellini, the celebrated 16th Century goldsmith and master of all trades.

It seems that Cellini, after months of painstaking labor upon a cunningly wrought gold vase that he had been commissioned to make for the Bishop of Salamanca, was unable to collect his fee. The Bishop took the attitude, "Try and get it!" Exasperated and in need of funds,

Cellini called upon the lagging debtor one day and, pointing his pistol at him, exclaimed, "Pay or I shoot!" The Bishop paid and Cellini went on his way, rejoicing.

This simple and direct method of collection has its parallel in business today. When every other amicable means of getting our money has been exhausted and the debtor, as did the Bishop, simply refuses to pay, we say, "Pay or we shoot!" And we mean it. Our "gun" is the (name of collection company), and it never misses.

Don't force us to unlimber this weapon to collect your account. We don't like to shoot the darn thing off because it makes a big noise and somebody always gets hurt.

P.S. The amount of your overdue account is \$—.

A special circumstance arises when a debtor interrupts a collection series by asking an extension of time. Possibly he suggests a definite date. For this occasion, the Mantle Lamp Company of America has this letter:

DEAR MR. ———:

In re: Inv. — Date —

Am't — Terms:

The extension of time on your account, until (date) is granted. This is exactly what you ask for, Mr. ———, and it gives us genuine pleasure to help you out when we are needed. Fact is, our chief aim in business is to give our customers the very best we have in everything—and co-operate 100 per cent.

Now, please mark up your budget, so you will not forget the date we have agreed upon for payment of your account. We'll be expecting it at that time—also another order.

Best wishes and best of luck to you!

Perhaps the debtor writes that he'll pay "pretty soon." To such a one, Mantle Lamp writes:

DEAR MR. ———:

We are perfectly willing to grant you any reasonable extension of time on your matured account; but you do not say in your letter, even approximately, when you will pay. Your implied promise is quite indefinite.

So suppose we set (date) as the

"pay off" day. That's fair and shows the proper spirit of co-operation too, doesn't it? It's a genuine pleasure to help you out and give you the best we have of everything at all times.

Kindly mark up your budget right now, so that the date set for payment of your matured account will not slip by and be overlooked.

It will be expected on or before that date and an order will be welcome, also.

Another method to bring definiteness out of indefiniteness is to ask the debtor to sign a note or a series of notes. To this end, the Enro Shirt Company writes the account the following letter to cover such a situation:

We are in receipt of your letter of (date), telling us that you are not in a position to take care of your indebtedness with us in the amount of \$—— at the present time, but will mail us your settlement "just as soon as you possibly can."

We are sincere in our desire to co-operate with you and should be more than pleased to grant you further extension. Our own obligations, however, are very heavy at this time of year, and we could use, to great advantage, funds with which to meet them. May we suggest that you adjust this indebtedness in a series of notes, as follows:

Note No. 1. Amount—— Due——

Note No. 2. (etc.)

These will serve the twofold purpose of placing at our disposal instruments that, if our current needs should make necessary, we can discount with our bank, and give you additional time in which to meet your obligation with us.

We trust that you appreciate our position in this matter and that you will favor us by returning by return mail the enclosed notes, properly signed.

Here is another special circumstance: A customer, part of whose account has matured, orders additional merchandise, but seems to overlook sending a check. To such a delinquent, Mantle Lamp writes as follows:

DEAR MR. ——:

In re: Inv.—— Date——

Am't—— Terms:

Did you think about your matured account when you sent us that nice order for (description). Apparently not—because you didn't attach a remittance.

Of course, the Collection Department hasn't forgotten you, or the charges that have matured. Some way or other, they're always on the job! No doubt, you received the combination statement-invoice and follow-ups.

All right, Mr. ——, what's the answer? You know and we know. So send along your check to pay up. That will hit the spot.

And then there's the order from the customer about whom the credit department would like to know more. Strictly, we're off the subject of collection letters, now; but no credit manager needs to be told that the process of getting the money in really starts before the collection department goes to work. Grant credit wisely, goes the maxim, and you collect easily. On occasion, Mantle Lamp writes a letter, a chatty letter of considerable length, that goes like this:

DEAR MR. ——:

Your order for Nu-Type Aladdin Lamps, Shades, and Supplies is greatly appreciated, and we thank you, not only for the business, but also for the courtesy extended to Mr. ——, This order amounts to \$——, to be shipped (date), with —— dating.

Of course, you are highly enthusiastic about this New Model Aladdin and the new program as explained by Mr. ——, just the same as many hundreds of our other dealers are. You realize, at once, that with this low-priced, beautiful New Model Aladdin (within the reach of all your many prospects for the best light that money can buy) you will greatly increase your Aladdin business and profits. You will bring new buyers to your store, not only for the Aladdin, but many times during the year for supplies, such as mantles, chimneys, wicks, etc.

In our opinion, you should be

The Greatest **ADVERTISING VALUE**

*Among All Pennsylvania
Newspapers . . .*

The Philadelphia Inquirer
PUBLIC  LEDGER

OVER 600,000

NET PAID CIRCULATION SUNDAYS

by far the largest circulation of any newspaper in Pennsylvania and the largest in the 105 years of The Philadelphia Inquirer's history.

OVER 275,000

NET PAID CIRCULATION DAILY

by far the largest circulation of any morning newspaper in Pennsylvania.

THE GREATER

Philadelphia Inquirer

PENNSYLVANIA'S GREATEST MORNING NEWSPAPER

able to increase your Aladdin sales greatly over previous seasons. The new model and new program are meeting with even greater enthusiasm and approval than we anticipated; and the salesmen are booking orders with our old dealers almost without a miss. It's great for all of us.

Now, Mr. ———, suppose we have a little heart-to-heart chat about how we are going to handle our business between us this coming season. You will agree that this is the only real way to do business; so we'll start off by being perfectly frank with each other. O. K.? All right—here goes.

Since your order reached us, the Investigation Department has attempted to make a complete re-investigation of the information in your credit folder. As a business man, you know that this is merely following the practice in all business houses. But now the Investigation Department has referred the whole thing to me, simply because they have not been successful in getting a complete picture of your present set-up. At times this seems impossible through the regular channels; so I am coming directly to you for your help. That, of course, is the best way, after all.

You, of course, take a complete inventory of your business twice a year, and maybe more often than that. No doubt, right in your book-keeping department, you have a late statement of current and fixed assets, also a profit and loss statement. The majority of our dealers send us such a statement at least once a year—and some of them twice a year. However, our Invest-

tigation Department tells me that you have not favored us with your latest statement.

Hence, I am merely asking you to help us all out by sending it along. It will take you only a couple of minutes to fill in the enclosed blank (our regular form) sent you for your convenience.

The more information you give us, the better our understanding. And when you send it (you will notice that it is at our expense) write us a letter, if you have the time. We are vitally interested in knowing all about your prospects—the outlook for your business and profits.

Write us as frankly as we are writing you—a regular, friendly, get-together letter. We shall deeply appreciate it, and it will help both of us immensely to solve any of our problems. In fact, it will doubtless put us in a position to get things started toward a decided improvement in Aladdin business.

Each of us is eager, I know, to get your order all ready and booked and the complete display of Aladdin Lamps, Shades, and Supplies in your hands in plenty of time to take care of all the demands made upon you by your customers for the greatest lighting device in the world today. You will help, and you will do your part toward that end, won't you, while the matter is right before you?

The very best wishes, and good luck to you!

The written word wields mighty power. Across great distances, it brings men to meetings of minds. It moves men to action. But it must be used, my brethren, with skill and with understanding.

Feen-a-mint in Magazines

After an absence of several years from magazines, Feen-a-mint, laxative chewing gum, returns to that medium in a new spring and summer campaign starting May 26. From twenty-five to thirty publications are scheduled. William Esty and Company, Inc., is handling the campaign.

• • •

Appoints Ziv

Capitol-Barg, Cincinnati, wholesale dry cleaner, has appointed Frederic W. Ziv, Inc., advertising agency of that city, to direct its advertising account. Newspapers and radio will be used.

Join Rickard Art Staff

Russell AuWerter has joined the C. E. Rickard Advertising Agency, Detroit, as art director. He formerly was with Brooke, Smith & French, Inc., and more recently has been a member of the art department staff of Chrysler Motors. Robert Staples, who has been doing free-lance designing and illustrating, has also joined the Rickard agency.

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Represents Radio Stations

Stations KGNF, North Platte, Nebr., and WKZO, Kalamazoo, Mich., are being represented in New England territory by the Kasper-Gordon Studios, Boston.

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Who Should Initiate the Package Change?

It Depends on Type of Company and Policies

By C. B. Larrabee

AT the Second Annual Packaging Round Table, held under the auspices of PRINTERS' INK MONTHLY, Simon de Vaulchier said, "I would be much interested in a discussion of the place that design occupies in relation to the organizations that are built up today for this war which we call selling goods.

"In the selling war business organizations have their research departments and their sales departments as well as other departments. They are well organized. I would like to find where design will fit in the body of a business organization.

"Should the designer be under research or with research; should he be under sales; should he be with sales; should he be under advertising or with advertising?"

Mr. de Vaulchier's question has been echoed many times not only in the minds of designers but also in the minds of manufacturers who are interested in the problem of creating better packages. Undoubtedly today there is no set policy or, rather, there is a confusion of policies. The question is whether this is not in the long run the more efficient method of operation or whether it would not be better to follow out some determined policy such as Mr. de Vaulchier's Gallicly logical mind demands.

With the small manufacturer the problem is not particularly acute. In a closely knit organization with a limited number of executives in charge of research, production and sales the place where a package design problem is initiated is not of particularly great importance. Very soon in such an organization production, research and sales are together discussing the problem in a

self-elected package plan board.

As one who has studied this problem for a number of years I have discovered that it is in many cases almost impossible to find who initiates a package change in a small organization.

Perhaps salesman Gilhooley up in New England sends a report to the sales manager that he is having a little trouble selling because he finds that retailers like the spruce, smart, up-to-date appearance of the packages used by competitors.

The sales manager, in this case, is a fair-minded gentleman who can separate the wheat from the chaff when he studies salesmen's alibis. Salesman Gilhooley's comments arouse his interest.

In a conference with the president of the company he says that he wonders if it is not about time to make a package change. The president admits that he has been thinking about it for some time and calls in the production head. The production head says he has been studying his company's packages and is convinced that a change is ready to be made.

Gilhooley's Alibi Was the Spur

Now that situation is typical of what has happened in a number of cases. Presidents, sales managers, and production men all have been considering package changes but it was salesman Gilhooley's alibi that acted as a spur.

In other cases the urge for a package change comes, as it were, out of a vacuum. It may be the president, it may be the board of directors, it may be a conference of company executives; but one of these groups or individuals in looking about for a new sales stimulus decides that a package change is

"IN DETROIT THE TREND IS TO THE TIMES"

... and Now
It's a Seven
Months' Record!

DAILY
CIRCULATION

(Six-Day Average)

OCTOBER, 1933

240,547

NOVEMBER, 1933

244,023

DECEMBER, 1933

248,065

JANUARY, 1934

253,087

FEBRUARY, 1934

267,846

MARCH, 1934

282,046

APRIL

1934

282,291

SUNDAY
CIRCULATION

(Average)

OCTOBER, 1933

313,545

NOVEMBER, 1933

314,519

DECEMBER, 1933

317,619

JANUARY, 1934

340,338

FEBRUARY, 1934

351,742

MARCH, 1934

360,734

APRIL

1934

372,603

A good product always stands on its own merits . . . and likewise wins its way to public favor by the same route. The many exclusive features of this newspaper combined with its alertness in presenting in a most interesting way the current happenings of the day has met with tremendous public acceptance, which fact is best proven by the figures presented above, indicating most clearly that "In Detroit the Trend Is To the Times."

DETROIT TIMES

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

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desirable. The idea of change originates here the same as an idea for a change in a copy policy or an improvement in the product—from an essential need of something new rather than from a conscious recognition that a package change is desirable.

The problem here is not difficult for the designer or for the manufacturer. The organization is closely knit and the designer has access to the men who really count. He may, to be sure, be forced to carry on most of the details of a design job with one individual in the company but in the long run his work will bring him in contact with all of the individuals who have a say in designing the package.

The Design Problem in Larger Companies

With a large organization, however, the problem is much more complicated. And it is in large organizations that most generally the design problem is handled least efficiently and with the most amount of delay and obstruction.

A study of the package policies of large organizations shows an expected lack of consistency. The interesting fact, however, is that although these large organizations differ greatly in their design policies pretty generally they work out satisfactory systems.

One large company operates through a package committee. The chairman of this committee is not a major executive but the committee itself is made up of major executives including the president, the vice-presidents in charge of sales and advertising, associate advertising managers and even the vice-president in charge of the legal department, since in this particular industry packages are hedged around with legal restrictions.

Even with a set-up like this it is difficult to determine just where package changes originate. Theoretically the chairman of the package committee is the man who should initiate changes. Actually in the past changes have been suggested by the president, and the vice-presidents in charge of sales and advertising.

However, the designer who wishes to work with this organization works directly with the chairman of the package committee. Thus, in the early stages of his work he does not come in contact with the other members of the committee. However, once the design gets to the point of approval the designer can meet with the committee and in cases of dispute can place his arguments directly before the committee members who may overrule the chairman.

Another large company in the same industry handles the packages through its advertising department with the advertising manager acting as the go-between for major executives and the designer. It is significant that recently this company has developed a special assistant in the advertising department whose entire time is devoted to packaging problems.

Here, again, however, the final say is in the hands of an operating committee which acts on all major policies.

Working through the Advertising Agency

Several large companies work through their advertising agencies. In one case this has resulted in an unnecessarily complicated procedure because the designer deals with the advertising agency, the agency with the vice-president in charge of sales and advertising, and the vice-president with the president who works with the board of directors. In actual practice this has resulted in a number of unnecessary delays and has not been particularly successful.

However, several other companies have found the agency an entirely satisfactory group to handle package problems. They have been able to cut out a great deal of red tape and the agency account man really acts as a member of the company's packaging council.

Although Mr. de Vaulchier suggested that research departments should perhaps initiate package changes, up to the present time research departments have had very little to do with this type of effort. In few companies do research de-

partments develop to a point where they can function efficiently with a packaging problem. Furthermore, most research departments are set up in such a way that they are psychologically unfitted to work on package problems.

Of course the production department is likely to be an important factor in any packaging problem. It is the production department which must have the say concerning costs and efficiency of handling packages. However, as time goes on production heads seem to be occupying a less and less important place in the initiation of changes although their job is important in working out the practical details.

Where a large company has a packaging committee set-up the packaging chairman is a man who understands production as well as merchandising problems. To be sure he may have to get his final details from the production department but in much of the preliminary work he is able to save part of the time of the production men because he knows the basic problems of putting the package through the mechanical phases of packing.

The important question, of course, is how important it is that there should be a definite policy. A few designers, indeed, would like to see each company operate with the same kind of set-up. It is doubtful, in the light of experience, if such a set-up is necessary.

Working Down from the Top

The problem of the designer is complicated only if he is trying to sell his services. At that point it may be very difficult for him to know the right man to go to. The safest guide for the designer to follow in cases of this kind is to go to the top of an organization and work down.

However, outside of the selling problems of the designer it seems to make little difference what the policy is so long as it is operated efficiently.

The trouble comes in operation. Two companies may have package committees and yet one may oper-

ate smoothly and economically while another wastes a lot of time. This has caused some designers to confuse the issue. After they have had an unfortunate experience with an efficiently operated committee they have been tempted to damn the whole committee system. They overlook the point that it is not the system that is wrong but the individuals who are operating under the system.

Less Go-Betweens the Better

Therefore, at the present time it is impossible to recommend any system as being the best. Any system will be good which requires the minimum number of go-betweens and which has at least one individual who thoroughly understands packaging problems and who has the power to say yes or no to all the minor problems that come up in the early stages of creating a new design.

Such an individual must not be hedged around by pre-conceived notions of design. He has to be thoroughly familiar with what is going on in his own industry and in the whole field of packaging. He must not be prejudiced for or against any particular type of design or any particular designer. Furthermore, he should be the type of individual who is willing to fight for ideas which may originally seem slightly radical to a packaging committee or an operating committee.

Back of this individual should be a group of major executives who are willing to study packaging problems with as great a freedom from prejudice as is possible. Furthermore, this committee should be made up of individuals who are not afraid to fight strongly for changes when they think changes are due in spite of what some of their colleagues on the committee may think.

To the manufacturer of materials it is, of course, important to know where design changes are initiated. He can then know where to place his major selling efforts.

On the other hand, he cannot afford to overlook the fact that even

though on organization important factors every major company is interested in and sales and major expense of unwise decision is operating.

The problem up at the top of the Ben Nash various problems should be there is an "It is ex advertising strong persuasive agent evolve or search department strong person is a strong whole organization the sales have a strong a strong problem is

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though one single individual in an organization may be the most important factor in package changes every major executive in a company is interested in these problems and sales efforts directed at the major executives may eventually be of unusual value when a final decision is up to a packaging or operating committee.

The problem was nicely summed up at the packaging round table by Ben Nash who said, "There are various points of departure on the problem of where the product should be developed. I don't think there is any formula.

"It is exactly the same as in the advertising agency business. As a strong personality enters the advertising agency major problems either evolve or resolve around the research department, if there is a strong personality there. If there is a strong sales personality the whole organization moves around the sales department; and if you have a strong copy chief you have a strong copy agency. Within each problem is the human factor.

"The best answer I know is to go to the top, to the man who is responsible for the direction of the affairs of the complete corporation. You finally convince that individual and usually find that he has the ultimate in imagination.

"If it was a sales manager who introduced you into the picture and said, 'I believe we need so-and-so-and-so. I have a competitive situation. I am getting letters from my dealers; there is a little com-

petitor coming in and he has this and this and this.' He is convinced and says, 'I wish I could have this done for my company.'

"The first thing to do then would be to find out who is in authority, who can decide, be it either committee or individual. Now that varies in different organizations. There is no formula. That may be a management committee or a sales committee or the president of the company.

"So then it is one's procedure to decide where that force or power is and convince that force first.

"The nearest example I have is a company that has a vice-president in charge of project development. That vice-president is responsible for every project in which the company has decided to budget a sum of money against the development in the labor, merchandising, marketing or what-not.

"Every project to be developed out of that company is listed. The vice-president then has a budget. He makes a monthly report to his directors, to the directors on the management committee in the company, of the status of those projects, the amount of budget expense, and the amount still to be spent, and the advisability of continuing on the project."

Mr. Nash, obviously, is speaking from the designer's angle but he shows definitely how policies vary and of how little ultimate importance the policy is so long as its operation turns out to be smooth, rapid and efficient.

With Pennsylvania Outdoor Group

Roy A. Wilson, an engineer who has been doing field work and research studies for the Outdoor Advertising Association of America during the last ten years, and, more recently, on leave of absence with the traffic audit division of Traffic and Transport Associates, Inc., is now engaged in special work as field secretary for the Outdoor Advertising Association of Pennsylvania.

Death of S. H. Crane

Stephen H. Crane, for five years manager of the General Outdoor Advertising Company in Binghamton, N. Y., and later in Wilkes-Barre, Pa., died at Wilkes-Barre last week, aged thirty-three.

Petry Station Executives Meet

More than thirty broadcasting executives, affiliated with the stations represented exclusively by Edward Petry & Company, met recently in Chicago for a three-day meeting. At this annual meeting consideration was given to a number of steps for the betterment of spot broadcasting, particularly plans for standard surveys and endorsement of a standard form for billing spot broadcasting.

W. L. Wardell Appointed

W. L. Wardell, formerly metropolitan sales manager for Angostura Bitters, New York, has been appointed executive sales manager of Foreign Vintages, Inc., New York.



Criterion Photocraft

Tin Can Trees

WHAT becomes of the 12,000,000 tin cans used each year by the people of the United States? The obvious answer is, "Who cares?" but to the Dennison Manufacturing Company, Framingham, Mass., the answer has a direct bearing on sales. Well, what possible relation could there be between tin cans and paper products, in which Dennison specializes?

Tin can trees—there you have it.

No one knows where all of the tin cans go, but many are being saved from the rubbish heap by being made into trees, a fad which Dennison is encouraging. These trees are being used for household decoration. They are being made in many homes. All that is needed is a coffee can, a roll of crepe paper and a pair of scissors. The can is slit from top to bottom opposite the seam. The sides of the can are cut horizontally into narrow strips. The stem of the tree is formed by the seam. Petals for each flower are placed on the ends of the strips which are curled. The result is something similar to what is shown above.

Dennison comes into the picture with crepe paper. The more

trees made, the more crepe used.

Much of Dennison's success is due to its encouragement of fads. It takes hold of the latest craze, which involves the use of some of its products, and promotes it extensively to all of its dealers and to consumers as well. When tin can tree-making first started, this company was quick to see the possibilities and got busy. It was anxious to tell all of its crepe paper dealers about the possibilities of this fad and to tell them at once.

A promotion piece in newspaper form was hurriedly prepared and printed. This four-page sheet, called "Dennison News," proclaimed in six-column headline: "Humble Tin Can Promoted to Place of High Honor in World" and then proceeded to tell all about this new craze. Naturally, instructions were included and there were pictures of its various uses.

In addition to the tin can trees, other plants may be made. Directions are included, for example, for making candle sticks with the flowers surrounding them. There may be need for centerpieces. The variety of trimmings is limited only by the maker's imagination.

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Air Express Delivers Plates, Art, Layouts Overnight from 2,000 Miles Away

50 miles an hour faster at $\frac{1}{3}$ the cost of 3 years ago . . .

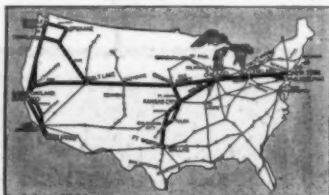
United Air Lines Air Express service is almost tailor-made to meet today's needs for swift, sure action in every phase of advertising. Mats, electros, copy plans—fast multi-motored passenger planes now get them on the job with the least possible loss of time in transit.

Eighty-five principal cities are linked direct by air, with co-ordinated fast rail connections to more than 23,000 other Railway Express Agency points—truly, all of North America is within the scope of this high-speed service.

Pick-up and delivery service without extra charge in principal cities. Rates include liability up to \$50.00 on shipments of 100 lbs. or less. Single bill of lading covers both air and air-rail shipments. Packages may be sent C.O.D., collect or prepaid.

United Air Lines Air Express is an established service, as easy to use as your telephone—and almost as prompt! Phone Air Express Division, Railway Express Agency or any United Air Lines office for rates and schedules. Ask for illustrated

free booklet, "How to Send Packages by Air Express."



Typical speeds and rates for packages flown on United Air Lines multi-motored passenger-express planes: Los Angeles-New York . . . 21½ hrs., costs \$5.50 (for 5 lbs.); San Francisco-Chicago . . . 13½ hrs., \$4.74; Chicago-New York or Philadelphia . . . 5 hrs., \$2.14; Cleveland-Los Angeles . . . 19½ hrs., \$5.38.

AIR EXPRESS

Flown on
UNITED AIR LINES



Selling Safety

INSURANCE companies and tire, brake lining and similar product manufacturers are frequently interested in educating the public to the dangers in carelessness. One school of thought believes in using scare copy and illustrations showing just what may happen to those who do not use certain products or

follow certain rules of caution. Another school believes it is not necessary to scare people in order to get over the safety message.

Among those belonging to the latter school is The Employers' Group, of Boston. This organization of insurance companies gets out its own safety posters, several



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of which are reproduced herewith. Some of these posters are sent to various manufacturing plants throughout the country and others are distributed to automobile fleet owners and are generally posted in garages where trucks are kept.

All of this company's posters tell the story of safety in a pleasant manner. There are no ghastly accidents and results of accidents. The company features the results of being careful rather than the results of being careless.

It agrees with the policy of the Union Gas & Electric Company of Cincinnati which is also selling safety pleasantly. One of the latter advertisements was reproduced in the April 5 **PRINTERS' INK**.

♦ ♦ ♦

Heads Omaha Club

R. J. Reynolds, Jr., automotive advertising manager of the *Omaha Bee-News*, has been elected president of the Omaha Advertising Club for 1934-35, succeeding Sigurd U. Bergh.



R. J. Reynolds, Jr.

Other officers elected are William H. Kearns, Buchanan-Thomas Advertising Company, vice-president, and W. L. Peterson, advertising manager, Northern Gas and Pipeline Company, secretary-treasurer.

Craig Overholser, advertising manager, Northwestern Bell Telephone Company, was elected a director for a two-year term and Roy Wensberg, Bosell & Jacobs, Inc., a director for a one-year term.

♦ ♦ ♦

New Addresses

The Allen C. Smith Advertising Company, 20 West 9th Street, New York.

Jones & Hawley, publishers' representative, Cleveland office now at 1635 East 25th Street.

Woodman-Stewart Company, 520 North Michigan Avenue, Chicago.

The Swan Studio, 540 North Michigan Avenue, Chicago.

Gardner Publications, Cincinnati, 704 Race Street.

Charles J. Cutajar, advertising, 19 East 47th Street, New York.

The Al Paul Lefton Company, Philadelphia, has opened a Chicago office at 435 North Michigan Avenue, with Ray Nelson in charge.

GOOD COPY

helps
take the
depression
out of your
sales curve

**HAWLEY
ADVERTISING
COMPANY
INC.**

95 Madison Ave.
New York City

Chain-Store Sales for April

Company	April 1934	April 1933	% Chge.	4 Months 1934	4 Months 1933	% Chge.
Gt. At. & Pac. (a)	\$62,463,980	\$61,056,064	+ 2.3	\$267,950,717	\$254,382,889	+ 5.3
*Sears, Roebuck (b)	23,731,274	18,519,608	+28.1	66,489,522	48,562,085	+36.9
*Mont. Ward (c)	20,872,132	15,665,586	+33.2	54,606,502	37,060,851	+47.3
F. W. Woolworth..	19,787,540	20,159,295	- 1.8	79,821,466	69,758,806	+14.4
Safeway (d)	17,630,191	16,256,401	+ 8.4	69,435,154	62,513,688	+11.1
Kroger G. & B. (e)	17,333,901	15,314,935	+13.2	66,817,213	60,019,090	+11.3
J. C. Penney	15,476,531	14,591,328	+ 6.0	56,142,744	41,969,852	+33.7
S. S. Kresge	10,146,128	10,228,412	- 0.8	40,088,728	34,480,181	+16.2
American Stores (f)	9,010,725	8,349,021	+ 7.9	37,922,952	3,378,164	+ 7.2
First National (g)	8,278,475	7,655,353	+ 8.1			
W. T. Grant	5,950,286	6,267,376	- 5.0	22,107,246	20,168,861	+ 9.6
S. H. Kress	5,732,389	4,766,042	+20.3	22,253,175	16,661,595	+33.6
National Tea (h)	4,608,491	5,022,922	- 8.2	18,435,416	19,664,358	- 6.2
Walgreen	4,210,979	3,452,180	+22.0	17,212,653	13,778,221	+24.9
J. J. Newberry ..	2,876,277	2,710,174	+ 6.1	10,860,043	8,686,829	+25.0
Grand Union (i)	2,572,672	2,552,500	+ 0.8	9,305,190	8,785,778	+ 5.9
H. C. Bohack (j)	2,415,818	2,386,498	+ 1.2	8,070,230	7,440,430	+ 8.4
G. C. Murphy ...	2,060,363	1,628,753	+26.5	7,445,198	5,295,081	+40.6
Interstate Dept. (k)	1,741,048	1,561,847	+11.4	4,692,052	3,592,457	+30.6
Dominion Stores (l)	1,505,736	1,505,417	+ .02	5,888,157	5,960,935	-1.02
Peoples Drug	1,323,844	1,249,810	+ 5.9	5,347,019	5,016,601	+ 6.5
Neisner Bros.	1,300,074	1,278,039	+ 1.7	4,836,223	3,827,782	+26.3
Jewel Tea (m) ..	1,276,651	1,073,822	+18.9	5,103,571	4,283,208	+19.1
Lane Bryant	1,248,500	1,105,926	+12.9	4,295,929	3,417,261	+25.7
Schiff Co.	844,448	833,852	+ 1.2	2,989,875	2,297,533	+30.1
M. H. Fishman ..	226,096	197,556	+14.4	768,651	548,926	+40.4

*Includes both chain and mail-order sales.

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| (a)—4 wks. and year to April 28. | (h)—4 and 16 wks. ended April 21. |
| (b)—4 and 12 wks. ended April 23. | (i)—5 and 18 wks. ended May 5. |
| (c)—For April and 3 months. | (j)—4 and 13 wks. ended April 28. |
| (d)—4 and 16 wks. ended April 21. | (k)—April and 3 months. |
| (e)—4 and 16 wks. ended April 21. | (l)—4 and 16 wks. ended April 21. |
| (f)—4 wks. and 4 mos. ended Apr. 28. | (m)—4 and 16 wks. ended April 21. |
| (g)—4 wks. ended April 28. | |

Number of Stores in Operation

END OF APRIL				END OF APRIL			
1934		1933		1934		1933	
Kroger	4,356	4,672		S. S. Kresge	722	720	
Safeway	3,320	3,240		Walgreen	482	469	
Jewel Tea (stores and routes)	1,513	1,433		W. T. Grant	457	451	
J. C. Penney	1,465	1,478		S. H. Kress	230	231	
National Tea	1,260	1,360		G. C. Murphy	180	177	
				Peoples Drug	114	114	
Neisner Bros.				80	79		

The Great Atlantic & Pacific Tea Company reports April sales expressed in tons were estimated as 364,467 this year as compared with 405,661 in April, 1933. This is a decrease in quantity of merchandise sold of 41,194 tons, or 10.15 per cent. Average weekly sales in April were \$15,615,995, compared with \$15,264,016 in 1933, an increase of \$351,979. Average weekly tonnage sales were 91,117, compared with 101,415 in April, 1933, a decrease of 10,298 tons.

The J. C. Penney Company reports that this is the second largest April volume in the history of the company, having been exceeded only by 1930.

NEEDLECRAFT

The Home Arts MAGAZINE

Announces

the appointment of

RICHARD C. CHAPECK

Western Manager

and

the opening of its Chicago Office at

601-02 Bell Building

307 N. Michigan Avenue

Chicago, Ill.

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Salesman Can Learn from Copy Writer

And Vice Versa

By Richard Surrey

FOR a long time now, advertising men, and especially copy writers, have been told that they should study the principles of personal selling as a guide to the effective composition of advertising copy. But it seems to have occurred to very few that the reverse of this proposition might also have some merit, and that sales executives, and salesmen themselves, might learn something from a study of the rules followed by successful copy writers.

In spite of the divergences of task and temperament, there is a common ground on which salesman and copy writer can meet and help each other, provided they come together with their minds made up to learn, and not to teach.

This common ground will not be discovered in the realm of words, for words are the last and not the first thing that either of them use. It is by narrowing down both selling and writing to a question of how words are put together that extremists on both sides arrive at a degree of incompatibility that seems irreconcilable. For, obviously, there is a class of words and a method of putting them together that is more suitable and effective in speech than in writing, and vice versa.

In short, the fundamental things at the root of both the writers' and the salesmen's tasks is not concerned with relationships between words, but with relationships between men. You might step back, so to speak, from the surface qualities of both jobs, and discover a progression from the general to the particular which, when inverted, looks something like the following:

1. Kind of words used.

2. Kind of ideas used.
3. Kind of tactics used.
4. Kind of attitude adopted.

Obviously, words cannot come before ideas, and obviously, ideas arise from a determined plan of action or scheme of tactics devised to meet a given situation, and obviously also, the scheme of tactics, in the face of any situation, will be influenced by the temperament or the attitude of mind adopted by those facing it.

Reduced to fundamentals, the behavior of man (and the lower animals) in the course of the struggle for existence can be reduced to two basic types of temperament. The one accepts whatever circumstances happen along, and the other chooses circumstances.

The first type has no course of action. It simply re-acts to the force of circumstances, and is either molded or destroyed by it, the outcome depending on whether the force is lightly or violently applied. And, of course, there are both salesmen and writers in this class, although they scarcely bear thinking about, let alone writing about.

Once, however, that a race, a tribe or an individual has determined to choose its circumstances, there arises a need for tactics, for a plan of action, and all simple plans of action, basically considered, derive from four primitive modes of resisting circumstantial force. According to science these four fundamentals of behavior are—

- Curiosity.
- Flight.
- Concealment.
- Parasitism.

Translated into the problems and

terminology of business this simply means that in the face of competition there are four courses of action open—

1. Discover new ways of presenting the proposition.
2. Run away from competition by underselling.
3. Adopt some form of protective coloring and pretend to be what you are not.
4. Frankly assume the role of parasite and do business on the "me too" basis.

Now, all four of these schemes or tactics color both the selling and advertising policies of different concerns. Immediately a salesman or a copy writer makes contact with a business he begins to sense its "tone." The people he is working for are leaders, or they are undercutters, or they are pretenders, or they are camp-followers. And whichever they are the salesman and the writer must evolve ideas to suit the policy of the business.

And it is here, when we emerge into the realm of contrived ideas, that the roles of salesman and writer diverge. The main tactical scheme will already have been pretty well determined for them, but in the working out of that scheme there is plenty of scope for diversity.

And it is at this point that opportunities can be seen for the sales manager to learn something from copy principles, and for the advertising manager to learn something from the principles of personal selling.

There can be only one best way of doing a certain job, *other things being equal*. The other things, of course, whether you are dabbling in physics or business, are *never* equal. A salesman is not equal to a copy writer. An individual prospect is not equal to a mass of prospects, or even to a class. The conditions of the market are not equal from year to year. The pressure of competition varies from season to season. The canvass or the copy that may have been the best possible last year is not the best possible this year be-

cause—well, perhaps it has grown monotonous, perhaps somebody has copied it, perhaps there is a new product in the field, perhaps the public has learned new habits.

The task of both sales and advertising management, therefore, is to estimate at their true value all these variables, and to change the "best way" of doing a particular job only insofar as these inequalities have an influence on its effectiveness.

Right here, therefore, is something that the sales executive and the advertising executive can learn from one another, namely, methods of estimating the influence of variables and inequalities, and of calculating the amount and quality of the changes necessary to bring both canvass and copy in line with altered conditions.

Generally speaking, the salesman and the writer type approach things from different angles, and their methods of estimating the value of a thing are based on different principles. The salesman type is more practical and the writer type more imaginative. The salesman responds more to what he hears, and the writer more to what he sees, either in life or in books.

The writer discounts what the salesman learns. He calls it hearsay, and believes, often rightly, that the salesman has multiplied a few isolated comments into a body of opinion.

The salesman discounts what the writer learns. He calls it book-learning, and believes, often rightly, that the writer has accepted a theory, because it is printed in a book, and not because he has squared it with actual experience.

Combined, These Methods Are Valuable

I am inclined to think that these two methods of learning are equally valuable for the purposes of framing selling and advertising policies. Certainly they are more valuable in combination than they are in separation. And I think that the salesman type should remember that the bookworm who is also very much of a recluse is by no



**New
and Timely** ▼
ARCOLITE
COASTERS
for

▼ NOVELTY ADVERTISING

▼ GOOD WILL BUILDERS

▼ PREMIUM PURPOSES

Stock designs, in blank or name embossed—or original custom-molded creations from your own specifications. Any color—transparent or opaque—in any quantity. Surprisingly low in cost.

* Precision molded of Arcolite... Bakelite, Plaskon or any modern plastic material desired. Prompt delivery for early use! Send for sample and complete details.

AMERICAN
ARC-RECORD
CORPORATION
 SCRANTON, PA.

1776 Broadway, NEW YORK

Chicago • Cleveland • Detroit
 Hollywood, Cal.

means wholly shut off from life.

The salesman and the writer are constantly discovering, with varying degrees of astonishment, that they have arrived at the same conclusions by these extremely divergent methods of apprehending life. The salesman comes to the writer and tells him of something he has learned from talking to people on his last trip. For him it is a brand new kind of fact, but the writer smiles, either inwardly or outwardly, because the salesman's deductions are precisely those that he himself has known for a long time, either intuitively, or from his reading of Plato, of Shakespeare, of Tolstoi, or of Sinclair Lewis.

The writer, on the other hand, sometimes springs on the salesman a thought or a theory that he has just discovered in the writings of Solomon or Sherwood Anderson. For him it is a new kind of fact, but the salesman smiles, either inwardly or outwardly, because the thought is precisely what had occurred to him following his experience with Bill Jones in Omaha, twenty years ago.

So far we have been dealing not so much with the actual ideas put into the copy or the canvass, but with the raw material of those ideas, namely the observance or the study of the variables and inequalities of human nature or of market conditions which necessitate new ideas.

Secondly, therefore, the sales executive and the copy executive should be able to learn from each other something of the processes of evolving new ideas.

Here, again, the contrast between the two types becomes immediately obvious. The salesman type evolves what he is going to say while he is talking. The writer evolves his ideas in abstraction.

Ask a salesman in cold blood and removed from his prospects how he is going to answer a certain objection and his reply, usually, will sound pretty lame. The salesman is not a thinking person, he is a speaking person. He can talk, but he can't think. He can get things out of him, but he can't get things into him, abstractly. Contact with

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a prospect loosens his tongue, and his tongue does his thinking for him. He says something. At the time it doesn't seem much, but the next day he says it again under the same circumstances. He watches the reaction to it, and after that has happened a few times he realizes that he has a new idea and an effective one.

The writer evolves his ideas in a totally different way. They do not come through contact with the practical and actual, but through an abstraction of these in his imagination or the intuitive region of his mind.

Ask a writer in the course of a conference what he would write to meet a certain situation and he will not be able to tell you. He doesn't think in "talk." But he will go away and mull the thing over, and suddenly, when he is most abstracted, when he is farthest away from actuality and the physical presence of the prospect, the situation will crystallize and take shape.

The thinking, in other words, consists not so much in seeing the answer, but in seeing the problem.

When the problem becomes as clear and concrete as a map stretched out in front of you, the way to get to one place from another becomes simple and obvious. That is why we so often read things in books that sound like what we have often thought but have never been able to express.

Because of the nature of this process the writer, unlike the salesman, knows immediately that he has an idea. It is not merely a bit of talk or a few words that he has put together. It is an *idea*. It may not work, practically, but that is not because it isn't a solution to the problem as seen by the writer. It fails, if it fails, because the writer has not seen the problem completely.

And this suggests immediately why the salesman and writer type should be constantly co-operating. The writer gets an answer that he knows will work in all cases if he has *seen* the problem correctly. The salesman gets an answer that *has* worked in some cases, and may work in others, if widely enough applied, but he does not possess

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"So what?" growls the hard-boiled s. m. or a. m.

Very obvious, we agree. Simple, elementary. But now let us ask you one; to wit: What percentage of increase does the example prove? All depends on the viewpoint, doesn't it? . . . what you have to

begin or figure on. That's why the 36.5% employment and 48.9% payroll increase for Newark (March, 1933-34) means more than just the bare figures. Compared on that basis with some cities of lesser industrial importance, it's nothing to become excited about. But—when you stop to consider Newark's industrial leadership, the increase looks a great deal more important. It is made so because of the ordinarily large number of workers necessary to sustain it as the nation's most industrially diversified city. And when you figure 36% on the basis of 32,000 or more workers it means an awful lot of additional pay envelopes.

"So what's that got to do with 0 + 1 being a 100% increase?" squawks the same s. m. or a. m. "I c'n make it 1000% if I wanna."

But you'd still have only one more than you had before. Ah!

Newark Evening News America's

Leading Week-day Newspaper . . . 215-221 Market Street, Newark, New Jersey. EUGENE W. FARRELL, Business and Advertising Manager. O'MARA & ORMSBEE, INC. General Representatives, New York, Chicago, Detroit, San Francisco, Los Angeles.

the ability to abstract the idea from the individual idiom of his own words (which suit his style of presentation or his type of prospects, but may not suit others) and thus make it possible of wider application. The writer, one may say, knows the rule, but not the exceptions. The salesman knows the exceptions, but not the rule.

The working together of these two very different sources of ideas cannot fail to make a perfect combination.

We come now to the final question, as to the kind of words used, the methods of presenting ideas once they have been evolved. The salesman, of course, evolves his own presentation method as he goes along, unless he is restricted to a memorized canvass. In his case the words he uses *are* the idea. The idea comes to him, not as an idea, but as words to say. So that, in a sense, he has no presentation problem. He finds, probably, that a modification of these words, or a different inflection of the voice when he utters them, or the placing of them in a different part of

the canvass, may increase their effectiveness, and consequently he improves his presentation by a change of emphasis, and, so far as the actual words are concerned, by a process of elimination, by a destructive, so to say, rather than by a creative process.

The writer, on the other hand, has found his idea wholly unclothed in words in a region of almost mathematical abstraction, and his presentation problem is wholly creative. Not by clipping off words, but by building up words does he arrive at a form for his thought, and just as in the ideal realm he arrives quickly at the rule, the principle, the generalization, so, in the world-realm, he arrives quickly at the image, the metaphor, the symbol, which crystallizes in a sentence what the salesman may take five minutes to elucidate.

The salesman, for instance, scores with individual prospects when he can mention by name several of the prospect's friends who are satisfied users of his product. The writer crystallizes the same

We need an Advertising Manager..

WE need a man who has broad experience in handling national advertising campaigns of drugs or foods. He must:

- 1.—Be an excellent critic of copy.
- 2.—Know media.
- 3.—Be thoroughly experienced in every phase of production.
- 4.—Have a record for originality.
- 5.—Have client's experience in contacting advertising agency.
- 6.—Be adaptable and able to work smoothly with an existing organization.

There is a good opportunity for the right man. State full experience, age and salary expected, in your first letter.

All applications will be held confidential.

ADDRESS "W," BOX 209, CARE OF PRINTERS' INK

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idea into a single phrase and evolves something like—"Ask the man who owns one."

Both systems are valuable in their respective places, and are valuable in combination when allowances are made for the "variables" and "inequalities" of the two spheres of activity.

To sum up, then, the writer tends to rules without exceptions, to principles abstracted from practicality, to generalizations shorn of specific particulars, to images and symbols frequently idealized above common ways and common speech, and he frequently needs the corrective of exceptions, practicality, particulars, and the homely vernacular.

The salesman knows more of exceptions than of rules, of practical purposes than of principles, of minute particulars than of generalizations, and of common speech than of what he calls high-falutin' notions, phrases which in conversation would sound stilted and as though he were putting on airs, or much too direct and clear in meaning to be uttered face to face. What salesman could immediately address a woman and say, without introduction of any kind—"Keep that schoolgirl complexion." Yet no salesman with any sense will deny the effectiveness, as advertising, of phrases of that kind.

Writing that is too much like talking, and talking that is too much like writing, are equally ineffective; but to introduce the precision and clarity of good writing, minus its pomp, into selling; and to introduce the element of human contact and friendly inflection that occurs in talking, minus its wordiness, into writing, improves both.

♦ ♦ ♦

H. B. Humphrey Still on Job

Henry B. Humphrey has not retired from active business, as was erroneously reported in *PRINTERS' INK* last week. Following his resignation from the presidency of the H. B. Humphrey Company, Boston agency, which he founded forty-seven years ago, he continues to be actively associated as chairman of the board. His successor as president is his son, Richard G. Humphrey, who has been associated in business with his father for more than ten years.

KNOW YOUR CONSUMERS— THEY KNOW YOU!!

I have served a six year apprenticeship in market research, since graduation from college, with the Procter and Gamble Co., Snow King Baking Powder Co., Globe-Wernicke Co., Young and Rubicam, Inc., and Percival White, Inc.

Somebody should be able to profit from this experience, by giving me a job making an honest appraisal of the marketing facts of their business or their client's business. You may be a large advertiser or an advertising agency, either now doing market research or wanting to do market research.

Single, male, 29, no physical defects, ordinary "horse sense."

Address "Y," Box 211, Printers' Ink.

DISTRIBUTORS to sell to stores only



Responsible men or concerns to sell remarkable new type powdered hand cleaner to stores only. Financial ability to maintain adequate stock necessary. Manufactured by well-established company. Dif Hand Cleaner is now sold by all leading independent grocers and grocery chains, including A. & P., in Brooklyn, Schenectady-Albany, N. J., and Phila. areas. Has shown sales increase during every depression year. Send 10c for a package and full details of exceptional profit-making proposition.

DIF CORPORATION
16 South Street, Garwood, N. J.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

John Irving Rowner, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

Chicago Office: 6 North Michigan Avenue.
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Canada
\$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50;
quarter page, \$33.75; one-inch minimum, \$10.50;
Classified, 75 cents a line, minimum order \$3.75.

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ANDREW M. HOWE, Associate Editor
BERNARD A. GRIMES, News Editor

H. W. Marks, Arthur H. Little
Eldridge Peterson, S. E. Leith

Joel Lewis

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, MAY 24, 1934

Too Late to Slump

We fear that our warning comes too late; but here it is almost June, and American business is away behind in its plans for this summer's summer-slumping.

A good slump, a slump of which management may be proud, a slump that, on a chart, really looks like something—such a slump must be deliberate. A first-class slump doesn't just happen. It needs to be roughed out in conference, polished in committee, written into the budget, and then carried out, vigorously, by the general executives, the department heads, and all the subordinates. Indeed, to insure perfection in execution, perhaps the whole thing ought to be embodied carefully in a summer-slumping manual.

Certainly, tradition dictates that, as the first step toward bringing

about a dog-days drop in volume, advertisers must curtail their advertising. A more positive expedient—and one that hasn't been tried thus far because, seemingly, no one has thought of it—would be to switch the copy theme to read: "Customers: Please don't disturb us during June, July and August. We'll be slumping."

Yet we fear that neither advertising curtailment nor a direct appeal to customers asking them not to buy, will do any good now. For advertising, instead of running down, has been gathering momentum. Advertising volume is increasing.

Possibly business will be able to achieve something of a slump, anyway. But, from this distance, it seems destined to be nothing better than makeshift.

In fact, we shall go further and predict that, as compared with the slumps of other years, this one will be a flat failure.

More Seeds of Revolt

Picture Producers, rules that movie stars mustn't endorse beers, whiskeys, gins, or wines.

Endorse, if they must such things as cigarettes, soaps, lingerie, automobiles, tooth paste, or railroads—but no brews, hard stuff, or giggle water.

And thus does a cultural art undertake to enact laws of conduct, only to set awlirl a problem in ethics. Thus does a new commandment bring into being a whole new set of sins. Thus does a new prohibition create a new galaxy of temptations.

From the standpoint of effectiveness in sales, of course, the whole puzzling business doesn't matter one way or another. It is deeply to be doubted if our friend, Old Man Smudge, boss of the Smudge Boiler and Bridge Corporation, ever would buy a Cadillac as a

Will Hays, through the Association of Motion

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result of having seen a picture of one, at the wheel of which sat Mickey Mouse.

But now that Elder Hays—if he should want to—could buy a bar-room stock in an A & P, now that a bottle of snorts has become a package of merchandise, now that we as a nation have come to look upon headaches as a form of indigestion, are the lovers and the sirens and the sweethearts of the silver screen to be forbidden to indicate, in full pages and four colors, their sophisticated preferences in rum?

Truly, we don't greatly care. But in the name of the principles upon which this nation was founded, we view with alarm the setting up of new and extra-legal barriers to liberty. No doubt it would be difficult to prove that Hollywood praise would sell a single pint. But just the same, we rise in righteous—if somewhat academic—protest against something that looks pretty darned unconstitutional.

E. & P. Turns Fifty

Jim Brown's *Editor & Publisher* is fifty years old;

and Jim Brown gives his swanky, snap-brim hat an adjusting swipe—and sails on.

Golden jubilees he takes in his stride; for he's that kind of fellow. Of course, in July, his paper will celebrate its half-century with a jubilee number on which he and Editor Marlen Pew and Advertising Manager C. B. Groomes and their respective staffs will work almighty hard. As well they may, they'll be jubilant.

But there'll be no pausing. The rounding-out of half a hundred years of service to the newspaper industry will come as no occasion for reflection and rumination.

We speak as a contemporary almost as old when we remark to *E. & P.* that, although the first fifty years may be the hardest, the second fifty, thanks to these chang-

ing and stirring times, promise to be sprightlier and livelier, and altogether more interesting and inspiring.

Although in the main our arenas of action are different, there are points along the line at which we are allied, shoulder to shoulder, in common causes.

To Jim Brown and to his half-centenarian *Editor & Publisher* as to comrades in arms, **PRINTERS' INK** extends congratulations and best wishes. May you round out a full century—even if for no better reason than that we may felicitate you again!

Mighty Pennies

G. D. Newton,
supervisor of the
news bureau of

the Travelers Insurance Company, told the Eastern Conference of Motor Vehicle Administrators the other day that it would be a grand idea to spend forty million dollars in newspaper advertising designed to promote street and highway safety.

It would, indeed. The newspapers would naturally not object and some real good could be accomplished.

The feature of Mr. Newton's presentation that particularly interests us, however, is his showing of how simple and easy it would be to raise this sizable amount of money.

Registration and license fees and gasoline taxes collected from motorists during the five-year period ending 1932, he pointed out, amounted to almost four billion dollars.

Take one lone penny out of each of these dollars and you would have the required forty million dollars, just like that.

All of which is respectfully submitted to those professional friends of the consumer and others who fill the air with lamentations about the cost of advertising and the bur-

den it is accused of forcing upon distribution.

No diagram is needed; Mr. Newton's figures speak for themselves and speak the truth.

Definition at Last

During all the uproar about The Consumer there has been one point that has had us bewildered, namely: What is a consumer? For years we had been going along taking consumers as a matter of course, like the weather or toast for breakfast. Then suddenly it developed they are a special and hapless class whom numerous sinister forces are continually trying to get the better of.

Even the most vociferous of the self-appointed champions of the consumer have failed to make clear the nature and identity of this suffering class. Employers, of course, do not belong, for they are arch schemers against the consumer's welfare. Neither, it has been asserted, does the laboring class; and it may be taken that all other types of employees are not to be counted as consumers, since they are the accessories of the employers.

The farmer, too, has been declared out on the grounds that it is his mission in life to gouge consumers. Politicians and those, if any, otherwise associated with governmental activities don't count either, as witness the great fuss about there not being a "consumer representative" in the Government.

Far from being a practical contribution to the unraveling of the who's a consumer mystery, all this merely served to render it more baffling. Now, however, the challenge has been accepted by capable hands—and it may be a good idea for the above-mentioned champions to seek a storm cellar.

In the next session of the Kansas Legislature, a dispatch from that State reads, there is to be introduced a bill providing for the assessment of a Consumer's Tax.

Inventory the Failures

The general manager of a large company recently told PRINTERS' INK that his organization was basing its present success largely on ideas that it had tried out and found wanting during the last ten or fifteen years of its operation.

This executive told how shocked his company's management was to find one of its leading competitors building increased sales volume with an idea that the management had tried out ten years previously and had proved to their satisfaction absolutely without merit.

"After the shock was over," says this executive, "we decided to analyze what had happened. We found two things. First, that we had been ten years ahead of our time with the idea, and, second, that we had not been smart enough to operate the idea as it should have been operated."

As a result of this experience, this company has put on what might be called a failure inventory. It has gone over its merchandising past and dug up the ideas that seemed to be good when they were tried but did not pan out.

The net result of this inventory has been the discovery of at least two merchandising plans which have been put into operation with surprising success. In each case the management found that the trouble was not with the plan, but with the execution. With its failures as a guide, it has been able to eliminate the causes of trouble and to add such features as have been necessary to make the idea work out successfully.

Every large company must have in its experience files ideas that have failed either because they were tried out under unfavorable circumstances or because they mishandled the execution. Right now is a pretty good time for a number of companies to conduct failure inventories.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

Our policy—in 62 words

As each new account comes to us, a highly specialized service is built around it—tailor made.

We do not take on an additional client until we have established this thorough service behind the latest one.

We further restrict the growth of our clientele to the capacity of one or more of our principals to give continuous personal service to each client.

"NOT HOW MUCH, BUT HOW WELL"

The Little Schoolmaster's Classroom

IF the average motorist could be induced occasionally to poke his nose under the hood of his car and inspect the oil that lies in his crankcase, increased sales of motor oil should follow.

The average motorist is not so obliging, however. Not only will he bluntly refuse to do any nose-poking in the vicinity of the crankcase—but also he will frequently resent the well-meaning attendant who inquires innocently, "Change your oil, mister?"

Recognition of this problem has led the Gulf Refining Company to introduce the Testodrop Screen Test. On a card, roughly of envelope size, printed in the familiar Gulf identifying colors of orange and blue, there is cut out a circular "window" divided in the middle to form two semi-circles. This is occupied by a screen of filter cloth. In one half the service station salesman dabs a few drops of crankcase oil, and in the other, a few drops of clear oil. The oil quickly

seeps through the filter leaving on

one side a grimy, tell-tale residue. To the evidence brought before his very eyes so graphically (and conveniently) the motorist has been quick to respond. Thus the company reports: "More car owners than ever before are taking a genuine interest in the condition of their motor oil."

The test is being featured in Gulf's current publication, radio and outdoor advertising.

• • •

Several weeks ago a **PRINTERS' INK** article, "Grandma Jones, Buyer," suggested that perhaps it was time that manufacturers of food and household equipment stopped selling with the main emphasis on price and took up better living as a copy theme. Among a number of letters endorsing the article is one from Becher Metz, advertising manager of General Grocery Company, St. Louis, Mo., enclosing some proofs of chain-store advertisements in St. Louis. These were prepared by Mr. Metz. Each advertisement starts out with an ap-



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peal to taste rather than price. Here is a sample of the copy:

"LET'S GO FOOD BUYING

"The meal, we've found, begins with the food. And if the food isn't right, all the brilliant table talk, the scintillating wit, and sparkle of personalities won't make a fine dinner.

"Why we're almost fanatics on this subject. To begin with, we buy only the finest for American Lady and Topmost pack. We've gone into blossoming orchards, even before fruit appears, into far California Valleys, to find the perfect peach to tempt your appetite. Into far Alaskan wilderness, where, in clear cold glacial streams, come aristocratic Salmon. These too, we bring to your table. Even Sardines from far-off Portugal."

The Schoolmaster notes further that the advertising is free from the black typographic clutter which has been so characteristic of the advertising of far too many chain stores. The prices are emphasized, to be sure, but each individual item has a little paragraph of copy to whet the appetite. For instance, of red sour pitted cherries, the copy says:

"Chipper and piquant as the first Spring Robin, and their unusual flavor makes them so. American Lady or Topmost Brand, No. 2 size cans 11c. or 4 for 40c."

The Schoolmaster believes that this is a trend which is going to become more marked in food advertising as more chain stores discover, as the wise ones have, that the appetite in many cases is a more important factor than pocket-book.

Sometimes the volume of postage stamps received with coupon returns proves an embarrassment to advertisers. If the coupon asks only for a stamp to cover the postage on a booklet, the situation is taken care of automatically. But

SALESMEN

Experienced advertising display salesmen to sell Master-Metal merchandise cards, hangers, counter cards, die cut letter and special cut-out displays. Good commissions. Excellent opportunity to make big money with old established company. Write for details of selling plan. Give complete information about yourself in first letter.

Display Department

REYNOLDS METALS CO.

19 Rector Street, New York, N. Y.

Hochstadter Laboratories

Testing Engineers for
Advertisers and Advertising Agencies

Technical Experts and Consultants
General Chemical Analyses

254 WEST 31st ST. • NEW YORK CITY

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
16 pages 6x9.....	\$40.45	\$61.95	\$143.55
16 " ".....	14.55	132.35	230.50
32 " ".....	145.99	539.95	630.50

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGLAND

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

TO AGENCIES AND THEIR CLIENTS

CONSULTING AND ANALYTICAL CHEMISTS

Analyses Made Formulas Developed
New Uses Fresh Appeals
Research Investigations and
Clinical Testing of Medicines

SPECIALISTS IN

Drugs	Proprietary
Food	Medicines
Toilet Preparations	Essential Oils
Flavoring Extracts	Special Formulas
Beverages	Insecticides

SEIL, PUTT & RUSBY, INC.

16 East 34th St., N. Y. City—ASHland 4-4343

LAYOUT MAN

Young layout man with creative ability, who has had agency or, preferably, magazine experience, and who can specify type. Wanted by Fashion Publication for

Editorial and Promotional Work

Please write fully. Tell your experience and the salary you require. Enclose a few samples or small photostats of work which you consider characteristic of your style.

Address Box 210, Printers' Ink

ADVERTISING MANAGER

● *Specializing on JUVENILE*
ADVERTISING AND PROMOTION

—desires change. Located with present company for past 8 years. "Z," BOX No. 212, P. I.

MORE BUSINESS at less cost

Can surely be had by an intelligent use of Direct Mail—letters, folders, catalogs, etc. **POSTAGE & THE MAILBAG** is a monthly business magazine for everyone who has anything to do with sales. Send \$1.00—one year, 12 copies—for this magazine of business ideas. \$2.00 returned to you at end of year if you are not 100% satisfied.

POSTAGE & THE MAILBAG 200 Fifth Ave. New York City

when 10 cents must be sent, stamps accumulate.

Ellsworth Gale, director of the Red Cross Products Division of Johnson & Johnson, has a suggestion for manufacturers who find that stamps are piling up faster than they can be used. If the coupon were to carry a line of type, he says, advising the reader to return a dime, held in place with a bit of adhesive tape, it would not only do away with the plethora of stamps in the advertiser's office but also increase the flow of coupons, for most folks can find a dime more readily than stamps.

It strikes the Schoolmaster as unusual that an advertiser who puts new merchandising ideas into effect does nothing to herald and promote those ideas to his dealers. But just that is the policy of Cluett, Peabody & Company.

Last August it put out the "personalized shirt." The Arrow label on this shirt is provided with a space on which the wearer's initials or name can be inserted—all for the purpose of lessening the chances of shirts being lost, or having their appearance marred by unsightly laundry marks.

About the same time the company began using a specially designed pin which, having a large knobular head, makes the pins easy to find and to remove. These innovations were put out cold with the exception that they were called to the attention of laundries so as to get their co-operation.

A. O. Buckingham, advertising director, tells the Schoolmaster that what is primarily sought in every instance is whether an idea has any virtue in it. Any ballyhoo of the idea in his opinion defeats this purpose. If the idea, of itself, gets recognition without merchandising promotion, there is something worth while in it.

An offer of initials was im-

RADIO**FREE & SLEININGER**
CHICAGO NEW YORK**DEPENDABLE**
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Box 825

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Advertising Man, American, will find out what you want to know on any subject, do what you want done or represent a firm in Mexico or Latin America. Donald Selby, 1310 La Branch St., Houston, Tex.

Wanted: TO BUY a country newspaper. Box 831, Printers' Ink.

INVEST \$15,000 to \$25,000 for partnership in class weekly. Established over 50 years. International in scope, most important weekly in its field. Active partner preferred. Box 824, Printers' Ink.

OPPORTUNITY

for Sun-Tan or like manufacturer secure actual pictures for advertising copy, test data by capable editor and advertising writer making world tour. Leave about June 25. Write, wire or phone Kay Hardwick, 4603 46th St., Long Island City, N. Y. Phone Stillwell 4-4394.

CONTACT MAN

Able to secure National advertising, activity chiefly directed in administrative, and managerial capacities in conjunction with Advertising, Paints, Chemicals, and allied Industries, Travelled all over the World, general and wide acquaintance with leading Industrialists from Coast to Coast. Affiliated with the largest chemical manufacturers in the Industry. College graduate Mechanical Engineer. Thirty-eight years of age, American born. Compensation secondary to opportunities. Box 834, Printers' Ink.

HELP WANTED

ADVERTISING EXECUTIVE with unlimited earning capacity wanted by well established Metropolitan Weekly News-magazine. Give fully record of sales and earnings, experience, references, age, education, dependents, religious preference, compensation expected. Address Box 829, Printers' Ink.

For Reputable well established New York Photograph studio, out of town representation. Fashion and Dramatic forceful advertising illustrations to order. Lucrative basis. Sell yourself in letter. Box 828, Printers' Ink.

MISCELLANEOUS

For Sale—One set of 44 neatly bound volumes of Printers' Ink Weekly, complete from 1915 to 1925 inclusive. Excellent condition. Reasonable price. Box 827, Printers' Ink.

POSITIONS WANTED

VERSATILE CREATIVE MAN, 10 years' experience copy, layout, production, typography. Ideal man for small agency or direct mail plant. Address Box 832, Printers' Ink.

SALESMAN—Advertising 4A agency account executive, about thirty personal contacts national and local advertisers. Excellent record and references. Fifteen years' advertising experience. Box 836, P. I.

ARTIST-LAYOUT MAN-VISUALIZER with ideas that click. Knows how to sell on paper. 10 yrs. exp. Age 28, married. Wants opportunity. Salary secondary. Full or part time. Box 830, P. I.

SALES CORRESPONDENT

Christian, 27, married, now employed, 3 years' experience. Sound ideas based on 2 years prior selling. Salary not first consideration. Box 833, P. I.

ARTIST, VISUALIZER—very versatile, wide experience on national accounts. A-1 Illustration Layouts and Lettering, Fast. Now in Middle West, will go anywhere. Sacrifice on Salary. Box 826, Printers' Ink.

Bookkeeper-Accountant—13 years' advertising agency experience, university graduate, able correspondent, typist, thoroughly familiar with production, space-buying. Salary secondary to opportunity. Box 825, Printers' Ink.

Copy Writer and Layout Man. Seven years' agency experience. Two years own agency. Experienced newspaper, magazine, direct mail. Can operate Multigraph, Addressograph, Graphotype, etc., as well as prepare copy. Christian. Married. Can go anywhere. Available now. Box 837, Printers' Ink.

ASSISTANT OR JUNIOR EXECUTIVE

Young man former assistant to internationally known Marketing and Sales Counsellor wants position as junior executive or assistant to sales or sales promotion manager.

Experienced in market surveys, sales budgets and quotas, etc., also office management and personnel. Box 835, P. I.

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Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.

printed on shirt boards which went out with the "personalized shirt." Nothing was heard for some time until one morning the mail brought in eighty requests. From that day on, the mail gradually increased until, at the end of a month, about 17,000 requests had been received.

The new pin, which is obtainable only from Cluett, is looked upon as one of the most successful merchandising innovations in the company's history. Women and men write in and request an additional supply, but most of the letters thank Cluett for having done away with a vexatious problem of long standing. These letters often delve deeply into philosophy and humor. They are voluntary testimonials in every case, thus proving Mr. Buckingham's contention that a good idea won't stay buried but will provoke a response that is its own best endorsement for continuance.

It seems to the Schoolmaster that advertisers are not using as much timely copy as they might. There was a time when practically every event of any importance was used as a theme by at least a few advertisers. Now such copy is exceptional.

The recent dust storm which swept across the Middle-West and on into the East was certainly a splendid opportunity for all those companies which had anything in the cleaning field to advertise. But, so far as the Schoolmaster was able to learn, only one national advertiser took advantage of this event. S. C. Johnson & Son, Inc., of Racine, Wis., ran an advertisement in Chicago newspapers with this heading: "Prepare for another dust storm!" The copy told how Johnson's wax protects against dust.

This advertisement appeared while interest in this subject was high and it must have drawn a much larger reader audience than just ordinary copy would have done.

Leaves Thelander & Berg

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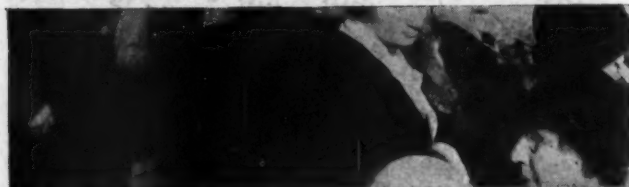
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